

Niside Aloï, CEO and Founder Naloi Media Group

Niside Aloï founded [Naloi Media Group](#) in 2018 after a decade of applying her expertise to both agency and in-house PR and digital marketing campaigns. Niside has spearheaded campaigns for some of the world's leading brands, in hospitality, beauty and lifestyle industries including the Saint Lucia Tourist Authority, ZWILLING, Tweezerman, and Coty's portfolio of skincare and fragrance brands including celebrity launches for Madonna, Lady Gaga, Vera Wang and more. Using her vocational savvy she serves on the board of Look Good Feel Better 4HER, a Toronto-based organization that supports youth undergoing cancer treatment.