

Anna Amalie Kamstrup Ohad

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Operations Management | Business Development | Project Management | Product Management

PROFILE

Business founder with seven years of experience building and running an international company, from the first idea to paying customers abroad. Used to owning the whole picture: planning, budgets, suppliers, quality, sales and customer relationships, with real money and real deadlines on the line. Native Danish speaker, fluent in English and Hebrew, and comfortable working across cultures and time zones. Looking to bring this hands-on, ownership mindset to a growing company.

EXPERIENCE

Founder and CEO, By Amalie (byamalie.com) | 2019 to present

International direct-to-consumer brand of hand-dyed yarn, built from zero and selling to customers worldwide.

- Built the company from scratch and have run it end to end for seven years, owning every business decision.
- Set up and run the full operating model: purchasing, inventory and production planning, quality control, fulfilment and international shipping.
- Expanded into new markets abroad, including exhibiting at Vogue Knitting Live in New York (January 2026), and built relationships with partners and customers.
- Select, negotiate with and manage suppliers and production partners, balancing cost, quality and lead times.
- Plan and launch new product lines, from market research and customer feedback through pricing, sourcing and go-to-market.
- Manage budgets, pricing, cash flow and performance metrics, and own the online sales channel and customer service end to end.

Freelance Project and Product Coordinator, Fashion and Textile Industry | 2015 to 2019

- Coordinated product development projects from brief to production with clients, suppliers and manufacturers, managing timelines, samples and sourcing.

Project Coordinator, Made2Measure ApS, Denmark | 2010 to 2012

- Planned and ran logistics, events and multi-day programs for international corporate groups, coordinating vendors, schedules and budgets on site.

EDUCATION

B.A. in Fashion Design, Shenkar College of Engineering, Design and Art | 2013 to 2017

SKILLS

Operations management, process improvement, supplier management and negotiation, procurement, inventory and production planning, quality control, business development, partnerships, international sales, market expansion, project management, budgeting and pricing, KPI tracking, product development, go-to-market, e-commerce, customer experience, cross-cultural communication.

LANGUAGES

Danish (native) | English (fluent) | Hebrew (fluent)