

JOE COLANGELO

Building Brands. Transforming Businesses. Creating Value.

Business strategist, investor and operator with more than four decades of experience in retail, energy, workplace solutions, loyalty, governance and business transformation. From helping launch Petro-Points to building one of Canada's highest performing commercial interiors dealerships, and now advancing StoriBot AI, Joe turns strong ideas into measurable results.

WHAT JOE DOES

- Strategic leadership: finding what holds a business back, sharpening positioning, setting the KPIs that matter.
- Business transformation: field level operating experience, financial discipline and customer insight.
- StoriBot AI: closing the gap between the value a business creates and the story the market understands.

SELECTED EXPERIENCE

- Former Gulf Oil and Petro-Canada executive
- Part of the original Petro-Points launch
- Former owner and president of Contemporary Office Interiors
- Former president of the Network Dealers Association
- Experienced board chair and governance leader
- Strategic advisor to founders, CEOs and emerging companies
- Partner and investor in StoriBot AI

THEMES AND COMMENTARY

- Business transformation and turnarounds
- Retail and loyalty strategy
- Artificial intelligence and narrative positioning
- Governance, succession and leadership
- The future of Calgary Co-op and member value

Experience matters. Execution matters more.

Joe works with ambitious owners and leadership teams prepared to confront what is not working, clarify what makes them valuable and take decisive action.

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