

# SFU BUSINESS

## Alumni Profile



**Jacqui MacNeill**  
CEO, Escents Aromatherapy  
BBA '92

Jacqui MacNeill has a passion for fragrance and a nose for business.

While doing her coursework at SFU Business and her co-op placement at Mount Seymour, Jacqui realized that she had a flair for marketing and creative work.

Shortly after graduating with a BBA in '92, Jacqui, then just 23, chanced upon a little boutique selling essential oils. It gave her the idea to use her skills to custom-blend and market her own aromas using the finest natural ingredients. She began by selling her handmade, quality products at North Vancouver's Lonsdale Quay Market, calling her business Escents.

Today, Escents has nine retail outlets in B.C. and 18 in Taiwan, as well as a wholesale division, an e-commerce and mail-order distribution division and a commercial production facility.

There's no time to rest on her laurels, however. Amongst her many challenges, Jacqui faces increased competition, the need for further expansion, and a continuous requirement for re-branding initiatives that will maintain the company's fresh image. Hiring the right employees is also a challenge she says, but she learned what qualities to seek out during her stint in SFU co-op where she spent long hours preparing for co-op interviews.

To what does Jacqui MacNeill attribute her success? Perseverance, positive thinking, and a lot of good scents. Her motto: "Plan your work and work your plan"