

Adam Gillman



What he talks about

Growing into a cash hole

Why more customers meant less cash, and how Hiya kept going.

The cancellation calls

What parents said when they left, and what Hiya changed.

From online-only to Target

Getting onto the shelf is only the beginning.

Selling when you don't need to

How Adam knew USANA was the right buyer.

Built Hiya to a \$260M exit.
Without venture capital.

Still running the kids' vitamin
brand today.

Founder interviews

Fireside chats · Panels

South Florida · Remote or in person

Hear him on



The DTC
Podcast ↗

Unit Economics ↗

Ecomm Cowboy ↗

Book Adam

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Bios, interviews & photos