



Luke Traina's ARBO to Spearhead Heigl Maza Investment Group's Groundbreaking Ai-Driven eCommerce Platform

NEW YORK, NY, UNITED STATES, September 14, 2024 /EINPresswire.com/ -- [ARBO](#) Consulting, led by accomplished entrepreneur [Luke Traina](#), has been selected to spearhead the development of Heigl Maza Investment Group's groundbreaking eCommerce technology. This major partnership is set to transform the eCommerce store automation landscape, marking a significant milestone for both companies. With ARBO, Traina, and renowned marketing disruptor [David Acosta](#) (CMO) —recognized by publications like The New York Times and MSNBC—at the helm, the project aims to redefine the market with one of the most innovative AI-powered eCommerce solutions to date.

This collaboration will leverage ARBO Consulting's cutting-edge expertise in AI, marketing, and eCommerce to create a dynamic brand identity for Heigl Maza's revolutionary tech automation platform. Under Traina's leadership, and with Acosta's industry-renowned marketing acumen, ARBO has consistently delivered transformative outcomes across industries. The firm is now poised to drive the growth and market dominance of Heigl Maza's technology, setting new standards in efficiency and user experience.

"We are honored to partner with Werner Heigl (President) and Heigl Maza Investment Group to develop a brand that will redefine the future of eComm store automation," said Luke Traina, CEO of ARBO Consulting. "This collaboration allows us to apply our deep expertise in AI and eCommerce to help Werner and his team introduce a platform that will empower businesses to optimize their operations and thrive in the competitive FBA marketplace."

ARBO Consulting's involvement, guided by Traina's strategic vision, signals a new era for eCommerce store automation technology, where artificial intelligence, streamlined operations, and strategic brand positioning converge to deliver a superior eCommerce solution.

As the e-commerce industry continues its rapid expansion, surpassing \$6 trillion in global sales, the demand for sophisticated automation solutions like Heigl Maza's platform is at an all-time high. ARBO's leadership in developing this technology ensures that businesses of all sizes can leverage advanced automation to enhance their presence in Amazon's marketplace, boosting efficiency and profitability.

About ARBO Consulting:

ARBO Consulting is an 8-figure AI-powered marketing and strategy consulting firm that partners with Fortune 500's and startups alike, to deliver consistent industry-altering results. Specializing in end-to-end marketing strategies, brand development, and bespoke AI solutions, ARBO Consulting empowers clients to achieve unprecedented growth. Under the leadership of its founder and CEO, Luke Traina, ARBO has rapidly ascended as a dominant force in the AI marketing sphere.

David Acosta

ARBO Consulting

david@arbolc.com

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