

Derin Oyekan

Fractional Growth Operator

Fractional growth. DTC. Ecommerce.



Short bio

Derin Oyekan is a fractional growth operator for founder-led DTC brands. He was the first employee at PrettyLitter, where he helped build the growth engine behind its \$1.4B exit; co-founded the sustainable paper brand Reel Paper; and served as Chief Growth Officer at Hiya Health. Across his career he has managed more than \$500M in media spend and driven \$2B+ in lifetime sales. He is also an active angel investor in consumer and wellness brands.

Career story

Derin Oyekan grew up in Lagos, Nigeria, and trained as an electrical engineer — a background that still shapes how he builds brands: systems first, curiosity always. He joined PrettyLitter as its first employee and helped build the acquisition and retention engine that carried the cat-litter brand to a \$1.4B exit. He then co-founded Reel Paper to prove a mission-driven CPG brand could compete on performance, not just purpose, and later joined Hiya Health as Chief Growth Officer, helping scale one of the fastest-growing kids' health brands in the country. Today Derin works fractionally with a small number of founder-led DTC brands at a time — post-PMF, subscription-first, \$5M to \$30M+ ARR — owning the full revenue system across acquisition, conversion, and retention. He is based in Los Angeles.

Fast facts

Full name	Derin Oyekan
Title	Fractional Growth Operator

Based in	Los Angeles, CA
Focus	DTC, ecommerce, subscription growth
Managed media spend	\$500M+
Lifetime sales driven	\$2B+
Exits	PrettyLitter (\$1.4B), Hiya Health
Media contact	hello@derinoyekan.com

Career highlights

PrettyLitter	First employee · Growth Built the growth engine behind a \$1.4B exit.
Reel Paper	Co-founder Sustainable bath tissue; Forbes-featured DTC launch.
Hiya Health	Chief Growth Officer Scaled one of the fastest-growing kids' health brands.
EllaOla	Fractional growth Full-funnel acquisition and retention build-out.
Hint Water · JewelScent	Growth leadership Performance marketing across DTC and retail.

Angel portfolio

Loisa • Rotten • Bottled • Kahawa 1893 • Bodega Emporium Lagos • Laundris • Reel Paper

Press & media

Forbes	How One Entrepreneur Trusted His Gut And Disrupted The Toilet Paper Business
Inc.	How Daniel Rotman's PrettyLitter Turned \$1 Million In Capital Into A \$1.4 Billion Exit
Causeartist	31 Inspiring Social Entrepreneurs to Watch for in 2023
Borgen Magazine	5 Brands Supporting Africa
Rescue a CEO	24 Entrepreneurs Share Ideas on How to Think Outside the Box

Interview topics

- Building subscription-first DTC growth engines
- What actually drove PrettyLitter's \$1.4B exit
- Launching a mission-driven CPG brand that competes on performance
- Fractional growth leadership vs. agencies and consultants
- Angel investing in consumer and wellness brands
- Building globally from Lagos to Los Angeles

For press inquiries, podcast bookings, and speaking opportunities: hello@derinoyekan.com · derinoyekan.com/press-kit