

- **Cannabis sales and procurement executive with extensive background in the [state] market.** Expertise guiding all facets of retail operations from financial oversight to purchasing, product assortment, supplier management, and quality control. Skilled at building high-performing teams and formulating strategies to drive growth.
- **Founder and operator of one of [state's] first recreational dispensaries,** helping to guide the industry through a pivotal transition from legacy market to a regulated corporate operation.
- **Well-versed in state-wide legislation pertaining to cannabis production and sales.** Played a key role in advancing the Medical Marijuana Facility Licensing Act in [state] as an advocate and board member.

## AREAS OF EXPERTISE

Cannabis Sales | Purchasing & Procurement | Strategic Planning & Implementation | Retail Operations  
Team Building & Leadership | Project Management | Regulatory Compliance | Product Quality Control

## EXPERIENCE

**Co-Founder / National Director, Operations & Sales | COMPANY CONFIDENTIAL** 2017 - Present

- Founding member of a cannabis producer and retailer operating three dispensaries across [the state]. Integral in building the company from ground-up to \$20M valuation with several new locations in development.
- Heavily involved in establishment and oversight of operations pertaining to purchasing, sales and marketing, M&A / fundraising, compliance, investment, supplier negotiations, staffing, and store construction.
- Lead sales, procurement, and relationship management with state licensed, local cannabis retailers.
- Partner with real estate professionals to source properties and appropriate licensing for retail and growing facilities.

### Key Highlights:

- **Statewide Retail Director** | Served as retail director, controller, and head of procurement for the State, overseeing two cannabis dispensaries. Hired and developed 15+ staff including two senior managers, leading operations related to budgets, product assortment, compliance, finance and accounting, and store construction.
- **Statewide Expansion Team** | Supported rollout of new retail locations across the state through sourcing, strategy development, and contract negotiation. Acted as a liaison to local municipalities in navigating the application process, and helped shepherd the acquisition and purchase of a dispensary in the [metropolitan area].
- **Cannabis MSO Joint Venture** | Spearheaded a joint venture deal with one of the largest, privately held multistate operators (MSO), serving as point person for negotiation of production and employment agreements. Operated one of the first three adult use dispensaries in the state and one of 13 initial dispensaries in the capitol area.

**Sales & Strategy Consultant | CANNABIS CONSULTING FIRM** 2010 - 2017

- Launched a consulting firm to support young entrepreneurs in bringing their business ideas to market.
- Worked extensively with cannabis startups in the California market. Guided founders through the startup process from operations to finance, tax structure, revenue models, growth projections, staffing considerations, and compliance.
- Advised on development and implementation of business plans, strategies, and benchmarks for growth.
- Worked with underperforming organizations to turnaround financial performance and stabilize balance sheets.
- Helped multiple startups establish a solid foundation to scale within rapidly growing, highly regulated markets.

**Senior Director, Sales & Operations | CREATIVE MARKETING AGENCY** 2005 - 2010

- Founder and operations lead for a creative agency specializing in digital content and cross-platform campaigns.
- Managed agency operations pertaining to finance and capital raising, staffing, sales, and client management.
- Assembled and led project teams of up to 40 internal and contract staff.
- Launched Clip Cards media platform enabling users to create and share original short videos in an online community.
- Developed a proprietary marketing platform connecting brands with freelance creative talent for campaign work.

## EDUCATION

BA, Business Administration | BOSTON UNIVERSITY

*Affiliations:* Former Board Member, State Cannabis Development Association