

NICHOLE WEST

BUSINESS DEVELOPMENT SPECIALIST



Long Beach, CA



Phone
+1 562-233-8368



Email
info@nicholewest.com



Website
www.nicholewest.com

SUMMARY

12 + years' experience in regulated cannabis retail, cultivation, manufacturing and distribution. Focused on operations, business development, marketing, raising capital and general management in 10+ states. Extensive application writing experience with an 85% success rate. Efficiency creation and implementation expert.

PROFESSIONAL EXPERIENCE

2022 - PRESENT RLNTLSS	VP OF OPERATIONS Write SOPs, train staff & general business development for retail, manufacturing & cultivation.
2021 - PRESENT CC SAFEGUARD	BUSINESS DEVELOPMENT PARTNER Assist in the development of inventory management, loss prevention risk management software.
2021 - 2022 LB ATLANTIS	DIRECTOR OF OPERATIONS Complete restructure of company, brands, procedures and staff. 3x sales and process flow in under 6 months.
2019 - 2021 UFCW	SPECIAL UNION REPRESENTATIVE Authored 785 page Manual for Cannabis Apprenticeship Program. Retail, Manufacturing, Cultivation & Distribution.
2020 - 2021 CHRONIC	DEVELOPMENT CONSULTANT Restructure of company, procedures and staff. Increased efficiency & accuracy.
2017 - PRESENT SWL PARTNERS	SENIOR ADVISOR Operational Due Diligence for investments. Application writing & license perfecting.
2017 - PRESENT INCLUSIVE CANNABIS	MANAGING PARTNER Cannabis Business Development and Marketing Consulting Services. Industry capital seeking preparation.

ABOUT

PROFESSIONAL SKILLS

Operations	<div style="width: 100%;"></div>
SOP Writing	<div style="width: 100%;"></div>
Training	<div style="width: 100%;"></div>
Auditing	<div style="width: 100%;"></div>
Due Diligence	<div style="width: 100%;"></div>
Marketing	<div style="width: 100%;"></div>

PERSONAL SKILLS

Leadership	<div style="width: 100%;"></div>
Focus	<div style="width: 100%;"></div>
Integrity	<div style="width: 100%;"></div>
Loyalty	<div style="width: 100%;"></div>

ACKNOWLEDGEMENTS

- [2019 - OC Weekly People of OC Issue](#)
- [2017 - CBA Woman of the Year](#)
- [2016 - Leaf Buyer Power List](#)
- [2016 - MJ Venture 40 Under 40](#)
- [2015 - Miss High Times March](#)

CONTENT

- [2021 - This is Cannabis : Intro](#)
- [2021 - This is Cannabis : Cannabinoids](#)
- [2021 - This is Cannabis : Concentrates](#)
- [2020 - Podcast : Sensible Dissent](#)
- [2019 - Public Speaking : Blunt Talks](#)
- [2010 - News : PBS Healthy OC 2010](#)

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WORK EXPERIENCE

2015 - 2017
**SL MARIJUANA
COLORADO**

- **VICE PRESIDENT OF OPERATIONS**
Managed business development. Opened 10 retail stores and scaled cultivation

2014 - 2015
**KIND LOVE
COLORADO**

- **DIRECTOR OF SALES**
Managed sales and business development. Scaled cultivation & opened retail.

2013-2014
**TRU CANNABIS
COLORADO**

- **VICE PRESIDENT OF OPERATIONS**
Lead process restructuring for operations and assisted in four retail acquisitions and brand development.

2012-2013
**THE CLINIC
COLORADO**

- **LEAD SALES TRAINER**
Sales associate & trainer for other sales associates at hiring. Cannabis product educator.

2013-2016
**METHOD SEVEN
OPTICS**

- **BRAND MANAGER**
Managed sales development of Method Seven in Colorado. Created brand awareness in cultivations.

2011-2012
WEEDMAPS

- **TERRITORY MANAGER**
Managed business development. Opened 10 retail stores and scaled cultivation

2009-2011
**CANNA
COLLECTIVE LB**

- **PARTNER**
Owner operator of licensed cannabis facility under the first regulations in California under 5.87 in Long Beach

2008
CFALB

- **REAL ESTATE BUSINESS DEVELOPMENT**
Managed cannabis portfolio for real estate in Long Beach during licensing process.

2007-2008
RJ REYNOLDS

- **TRADE MARKETING REP**
Southern California Coastal Trade Marketing Manager

REFERENCE

MARLIN SMITH
SENIOR PARTNER | SWL PARTNERS
Marlin@SWLPartners.com

JEFF FERRO
UNION NATIONAL DIRECTOR | UFCW
JFerro@ufcw.org

MATT AIKEN
OWNER | AJS HOLDINGS
matthew@remedy31consulting.com

MARK SCRUGGS
SALES DIRECTOR | WEEDMAPS
Mark@klutchwholesale.com

CHRISTOPHER EGGERS
OWNER | CC SECURITY SOLUTIONS
chris@ccsecuritysolutions.com

GREG LEFIAN
OWNER | CHRONIC PAIN RELIEF
Greg@chroniclb.com

JEFFREY SADA
FORMER BUSINESS PARTNER | CCLB
JeffreySada@gmail.com

DAVID SPITS
OWNER | KIND LOVE
David@kindlove.com

DAVID BENLOLO
OWNER | TRU CANNABIS
David@Tru-Qual.com