

# 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.

### WORK EXPERIENCE

- 2021 - PRESENT  
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.
- 2015 - 2017  
AJS HOLDINGS  
COLORADO &  
PORTLAND** • **VICE PRESIDENT OF OPERATIONS**  
Managed business development. Opened 10 retail stores and scaled cultivation

### ABOUT

#### PROFESSIONAL SKILLS

Operations ██████████  
SOP Writing ██████████  
Training ██████████  
Auditing ██████████  
Due Diligence ██████████  
Marketing ██████████

#### PERSONAL SKILLS

Leadership ██████████  
Focus ██████████  
Integrity ██████████  
Loyalty ██████████

#### 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](#)

# NICHOLE WEST

## BUSINESS DEVELOPMENT SPECIALIST



Long Beach, CA



### Phone

+1 562-233-8368



### Email

info@nicholewest.com



### Website

www.nicholewest.com

## WORK EXPERIENCE

2014 - 2015  
KIND LOVE

### 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.

2012-2013  
ROSEBUD  
MAGAZINE

### AD SALES & JOURNALIST

Advertisement sales for hydroponic magazine owned by Advanced Nutrients & cultivation journalist

2011-2012  
WEEDMAPS.COM

### 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  
COMMUNITY  
FORCLOSURE  
ASSISTANCE LB

### 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