

To Whom it May Concern

Nichole West was an integral part of upper level management as we scaled Kind Love, LLC of CO in 2015. To put it frankly: We could not have done it without her. The company was experiencing financial difficulty, and going through a transitional period. She was tasked with, and successfully executed, the sale of our influx of product after growing with us from 70-400+ flowering lights and 1-2 high end boutique stores in just under 6 months.

She was part of an efficient executive team that raised our net profits exponentially through expansion, while maintaining the quality and integrity of the brand, which is a clever balancing act that deserves recognition. Her seamless operation of wholesale product sales, retail start up, and technical knowledge was critical to our success, as this is a precarious time for any business, and she was well versed in the complexities involved in the process.

An assertive and competent attitude are essential executive skill sets, and Nichole excels at them with ease. Those whose possess leadership qualities recognize those who possess leadership qualities, and I would recommend Nichole to any of my clients, as a ten year veteran of the retail cannabis trade.

Truly,

Beth Myers
Cannalytical Consultant since 2008
Former COO of Kind Love, LLC