

NICHOLE WEST

CANNABIS BUSINESS DEVELOPMENT SPECIALIST



Long Beach, CA



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SUMMARY

PROFESSIONAL BIO

13 + years experience in the heavily regulated retail, agriculture, manufacturing, and distribution cannabis industry. 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

2021 - 2022

LB
ATLANTIS

- **DIRECTOR OF OPERATIONS**
Complete restructure of company, brands, procedures and staff. 3x distribution capabilities and process flow in under 6 months. Assisted in K1s

2017 - 2021

SWL
PARTNERS

- **SENIOR ADVISOR**
Operational Due Diligence for cannabis investments. Application writing & license perfecting. Business & compliance consulting division.

2015 - 2017

AJS
HOLDINGS

- **VICE PRESIDENT OF OPERATIONS**
Managed business development. Opened 10 retail stores and directed scaling of 150k sq ft cultivation

2015

KIND LOVE
COLORADO

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

2013 - 2014

TRU
COLORADO

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

2013

THE CLINIC
COLORADO

- **SALES LEAD**
Retail sales and customer cannabis product education. New team member trainer.

2012

WEEDMAPS

- **TERRITORY MANAGER**
Managed Northern California weedmaps.com sales. Also assistant sales director for marijuana.com

ABOUT

PROFESSIONAL SKILLS

Operations : Business Development
Finance : Quickbooks Online & AR/AP
Training : SOP writing & Teaching
Auditing : Financial or Operational
Due Diligence : Investments
Presentations : Pitch or Education
OSHA : OSHA 30 certified
Business Analyst: Operations & Finance

CONSULTING CLIENTS

Tropicanna : Santa Ana
Chronic : Long Beach
Jerome Baker : Las Vegas
High Times : Cannabis Cup
Project Cannabis : Los Angeles
Strawberry Fields : Colorado Springs
Distru : Distribution Software
Chorus : Compliance Software

REFERENCES

MARLIN SMITH - FORMER EMPLOYER SENIOR PARTNER | SWL PARTNERS

Marlin@SWLPartners.com

ZAID JADAN - FORMER CLIENT OWNER - COLD FIRE

Zaid@coldfireextracts.com

MATT AIKEN - FORMER EMPLOYER OWNER | AJS HOLDINGS

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CHRIS EGGERS - BUSINESS ASSOCIATE OWNER | CC SAFEGUARD

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DAVID BENLOLO - FORMER EMPLOYER OWNER | TRU COLORADO

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