

# Client Name

## Sales & Operations Management Executive

**Visionary leader with progressive experience in launching/scaling new businesses, closing large-scale revenue opportunities, and accelerating profitable growth through the interpretation of organizational vision into impactful operational roadmaps.**

Credible history of driving efficiencies across merchandising, retail, marketing, sales, regulatory compliance, and product line activities while effectively managing P&L aspects to transform failing businesses into profitable, award-winning entities. Excel at achieving million-dollar sales revenue targets through exemplary team leadership, business model evaluation, training program development, and consistent product assortment. Track record of conducting root cause analysis, identifying operational redundancies, and restructuring business processes to boost organizational productivity and yield significant cost savings. Instrumental in establishing, coaching, and leading cross-functional teams to curate remarkable service experiences and orchestrate mergers and acquisitions. Repeated success in identifying/negotiating partnerships, fostering lucrative relationships, and nurturing raw talent into highly competent leaders.

### Areas of Expertise

- Operations Optimization
- Competitive & Strategic Planning
- Continuous Process Improvement
- Business Growth & Expansion
- Operational & Process Excellence
- Financial & Business Modelling
- Team Building & Leadership
- Business Development & Growth
- Cost/Performance Optimization
- People Development/Leadership
- Contract Negotiation/Management
- Policy/Procedures Improvement

### Career Experience

#### Vice-President of Operations & Sales, [Re] Waste

2020 – Current

Support growth strategy and revenue goals through business model analysis. Orchestrate the wholesale product creation and distribution in targeted markets. Create a milestone playbook and training packages for new employees during the onboarding process. Oversee end-to-end operations of Waste's recycling facilities while ensuring the efficient and effective use of resources, including personnel, equipment, and materials. Evaluate operations team performance and identify improvement areas through regular auditing. Maintain strict compliance with all relevant health, safety, and environmental regulations and standards.

- Developed and executed a new sales process for a start-up to achieve targeted business goals.
- Resolved operational issues and streamlined cross-functional processes in conjunction with other departments.
- Drove operational excellence by cultivating strong relationships with suppliers, vendors, and partners.
- Steered the identification and implementation of cost-saving measures and continuous improvement initiatives.
- Led the operations team in curating remarkable service experiences by providing coaching, mentoring, and feedback.
- Identified and capitalized on significant opportunities for business growth and expansion.

#### Vice-President of Retail Operations, Spiritleaf (Acquired by Sundial).

2021 – 2022

Established route to market in conjunction with the SNDL commercial department. Applied collaborative approach to wholesale purchasing challenges between SNDL grow facilities and retailers.

- Led the successful selling of the company and won several franchise association awards by demonstrating influential leadership style and achieving defined sales goals.
- Delivered against \$142M sales target by managing retail operations for 20 corporate and 80 franchise stores across Western Canada and Ontario.
- Steered the successful integration of 100 stores post-Sundial acquisition, including inter-department collaboration to create and implement new standards, processes, pricing, and financial support.
- Achieved continued revenue growth, exceeded sales targets of company-owned products to 20% of total sales in corporate stores versus objective of 10%; and tripled to 6% in franchise stores by formulating and executing new sales strategies.

- Built a team of six Territory Managers and drove same store sales growth through operational best practices, metrics tracking, and consistent product assortment.
- Earned CFA Franchisees Choice Designation in 2020, 2021, and 2022 and National Retail Brand of the Year in 2022 by Adcann. (<https://cfa.ca/franchisecanada/spiritleaf-is-named-the-national-retail-brand-of-the-year-by-adcann/>).

**Vice-President Business Development, Spiritleaf (Acquired by Sundial)**

**2018 – 2021**

Processed over 500 franchisee applications to identify and onboarded over 80 partners. Refocused company's direction toward growth in targeted industrial segments through planning and execution of impactful business roadmaps. Established, motivated, and directed high-performing teams to attain critical business results, including sales augmentation and cost savings.

- Oversaw \$10M budget to create profit for Spiritleaf, a "first-of-its-kind" cannabis company founded in 2016 which expanded to 120 locations and 250 members, generating over \$144M in system wide sales and building organizational reputation as the fastest growing retail cannabis business following legalization in October 2018.
- Led key departments supporting rapid retail expansion, including real estate, design, construction, purchasing, and accessories with over ten store openings every month during August 2019 – August 2020.
- Ensured the successful opening of 120 stores across 6 provinces and multiple municipalities while educating staff and partners on provincial and municipal cannabis regulations.
- Initiated the company's operations in cannabis, transitioning it as the largest retail selling over 150 franchise partners and opening 100 stores in a year

**Director of Business Development, Spiritleaf (Acquired by Sundial)**

**2016 – 2018**

Acted as a vital member inaugurating Spiritleaf in Alberta and created overall strategy model and secured franchise partners. Attracted franchises by marketing the retail concept at trade shows. Gained an in-depth understanding of Health Canada, Provincial and municipal cannabis laws.

- Developed the cannabis retail concept and real estate strategy, identifying over 100 general locations and conducting hundreds of retail lease discussions with landlords.
- Interviewed and onboarded best-suited partners to achieve service and sales goals.

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## Entrepreneurial Experience

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**Chief Executive Officer, Whole Family Health and Pregnancy Centre**

**2010 – 2018**

- Created and operated Whole Family Health, the first and only clinic with board certified members of the American Board of Oriental Reproductive Medicine (ABORM) in Alberta.
- Generated \$1.5M annual revenue with seven practitioners and sold the business in 2018.

*Career Note: **Director of Business Development, Watchit!***

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## Educational Background

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**Graduate Mentorship Program in Chinese Herbal Medicine, White Pine Institute**

**Mind-Body Medicine Program, Benson Henry Institute, Harvard University, Boston, Massachusetts**

**Diploma of Traditional Chinese Herbal Medicine | Diploma in Acupuncture, MacEwan University, Edmonton, Alberta**

**Psychology, University of Calgary, Calgary, Alberta**

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## Licenses & Certifications

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**Registered Acupuncturist | Certified in Chinese Medicine and Herbology, College and Association of Acupuncturist in Alberta**

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## Volunteer Work

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Chair of Retail Committee of Alberta Cannabis Council Ltd., 2020 – September 2021