

DANA LEAVY-DETRICK

Los Angeles, CA
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- Over 5 years of experience in the California cannabis market gained through roles in sales, business development, project management, and distribution.
- Partners with emerging cannabis brands to evaluate market opportunities and bring new products to market.
- Strong knowledge of cannabis products and strains within the adult use and medical markets.
- Proven success executive targeted marketing strategies to drive brand visibility and growth.

SKILLS

Sales & Business Development | Relationship Building | Partnership Development | Brand Development
Marketing Strategy | Project Management | Product Development | Vendor Management | Commercialization

EXPERIENCE

Consultant | CANNABIS LICENSING COMPANY | Los Angeles, CA 2017 – Present

Cannabis branding, marketing, and distribution firm specializing in celebrity brand partnerships and collaborations.

Worked with founders to develop sustainable concepts for a cannabis brand/product while navigating highly regulated medical and adult use markets. Served as a consultant and in-house industry expert, assisting with pitch decks and development of royalty-based licensing agreements with celebrity brands (Tommy Chong, Jimi Hendrix).

- Led the brand relationship for *Confidential* including negotiation of licensing agreements and product development.
- Drove strategic discussions around pricing, demographic, marketing, and distribution tactics.
- Maintained a comprehensive understanding around evolving legislation impacting the cannabis industry.

Executive Director | COMPANY XYZ | Los Angeles, CA 2016 – 2017

One of the Los Angeles' first cannabis-centric farmers market connecting buyers and growers.

Conceptualized, managed, and executed one of the city's first cannabis farmers markets in partnership with XYZ Collective. Coordinated all logistical aspects for the highly publicized, multi-day event attracting 16,000+ attendees.

- Delivered an interactive experience bringing together collective members and cannabis growers; created a structure enabling consumers to purchase product directly from growers at wholesale prices.
- Vetted a roster of vendors and evaluated products to exhibit at the event.
- Partnered with outside PR consultant and conducted interviews to generate extensive press and media coverage.

Area Manager / Budtender | MULTIPLE DISPENSARIES | Los Angeles, CA 2013 – 2016

Multiple dispensaries throughout the Los Angeles market offering medical and adult use cannabis products.

Progressed through multiple roles in customer service, retail management, and growing for a collective of Los Angeles-area cannabis dispensaries. Managed a small shop of 5-6 employees and assisted in expanding the operation into a 25-person team with retail, wholesale, and growing capabilities.

- Handled payroll, cash flow, inventory purchasing, marketing, and personnel for a network of 9 dispensaries at peak.
- Represented the organization in discussions to revise legislation and create better ordinances to support Los Angeles cannabis retailers; attended meetings with politicians, attorneys, and trade groups.
- Dually responsible for opening up new grows and managing new retail shops.

EXPERIENCE

Budtending Certificate | CANNABIS TRAINING UNIVERSITY (CTU) 2018

BA, Communications | BOSTON UNIVERSITY 2012