



Read Spear

President

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Skills

Program oversight



Advanced

Business planning



Upper intermediate

Negotiation



Advanced

Business Development



Advanced

Project Management



Advanced

Versatile business leader with an eye for emerging markets, bringing 30 years of experience as an accomplished entrepreneur and business owner in highly regulated industries. Strategic problem-solver, change manager and competent executive. Key expertise in alcohol beverages, brand development, and business strategy.

Persistent leader eager to lead and grow organizations. Skilled in strategic planning, problem-solving, and communication with good understanding of business principles, project management, and team leadership. Relentless work ethic.

Work History

2015-05 -

Current

President and Owner

Origen Imports, Inc, Oaxaca

- Spotted emerging market for mezcal, Mexican rum, and other agave spirits in 2012.
- Conceived, designed, organized, licensed, built and deployed entire brand concept for three alcohol brands (fourth in development).
- Developed in-house software to manage company production and sales processes.
- Directed the development of product SOPs, and wrote the company P&L Manual.
- Ran successful crowd-funding raise, raising over \$250,000 in equity on \$6M valuation.
- Develop and implement brand marketing strategies and policies in collaboration with third-party partners to establish and achieve long-term business objectives, providing company with strong and sustainable organizational leadership.
- Manage third party logistics: purchasing, bottling, shipping.
- Support marketing team for optimal performance.
- Develop and implement new strategies and policies to establish long-term business objectives and provide strong and sustainable organizational leadership.
- Monitor financial performance and implement measures to enforce compliance with budgetary standards.
- Establish innovative distillation techniques earning

Strategic planning

Advanced

Consulting

Advanced

Operations management

Advanced

Teambuilding

Advanced

Organization and Time
Management

Upper intermediate

Decision Making

Upper intermediate

Languages

Spanish

Upper intermediate

2013-10 -
Current

Consultant

RS Consulting, Boulder

- Provide guidance and support to wealthy clients seeking to enter cannabis industry in US.
- Working under limits of tight deadlines, I deliver winning application content to clients entering regulated cannabis markets in various states across US as they open medical and adult use cannabis programs.
- Supported clients with business analysis, documentation, and data modeling.
- Manage third party subject matter experts to provide input and documentation needed to then write business plans including: property acquisition plan, location analysis, construction buildout plan, equipment and staffing plans, financial proformas, safety plan, community engagement plan, diversity plan, physical security plan, cultivation, processing, and dispensary operation plans, and so forth.
- Strong record of winning applications. I have won application approval for my clients in over 75% of states in which I have worked (which is almost all states that have a cannabis program).
- For above reason, I am highly sought by clients entering new cannabis markets in US, earning industry nickname, The Wolf.
- Worked with elites of cannabis world on repeat applications, including state senators, famous retired athletes, and industry leaders.
- Wrote best-selling book on home cannabis cultivation, Marijuana Cultivation Reconsidered.

2009-12 -

Owner

2012-10

Triple Action/The Bud Depot, Lyons

- Owned and operated State of Colorado's second approved medical marijuana dispensary in Lyons, CO
- Simultaneously owned and operated Lyons Indoor Gardening hydroponics equipment shop
- Shuttered hydroponics shop
- Sold Bud Depot at a profit at end of 2012
- The Bud Depot sold again by new owner approximately 6 years later for \$9M

1997-01 -
2004-11

Owner

Whole Health Discount Center, Boulder

- Co-owner and operator of online dietary supplements company that went on to sell for \$4.1M.
- Wrote all sales content.
- Wrote monthly newsletter, which drove 1/3 of sales volume each month during monthly "Super Tuesday" sale.
- Designed and managed back end database in FileMaker (sales orders, pick and pack slips, etc).
- Managed day-to-day business operations.
- Evaluated suppliers to maintain cost controls and improve operations.
- Trained and motivated employees to perform daily business functions.
- Company is still alive and well under new ownership almost 20 years later.

Education

1992-09 -
1994-09

Master of Arts: Philosophy

Duquesne University - Pittsburgh, PA
Cum Laude

1987-09 -
1991-12

Bachelor of Arts: Philosophy

The Pennsylvania State University - College Park, PA
Cum Laude

Interests

Bicycling, cooking, backpacking