

Contact

www.linkedin.com/in/andrewcannabis (LinkedIn)

Top Skills

Brand Awareness
Multi-Channel Marketing
Build Strong Relationships

Languages

English (Native or Bilingual)
German (Professional Working)

Andrew Wells

CoS @ Sorting Robotics | Corporate Finance & Strategic Management | Marketing
Los Angeles Metropolitan Area

Summary

A strategic leader with over 15 years of multifaceted experience in the cannabis, consumer goods, and robotics industries, currently serving as the Chief of Staff at Sorting Robotics. His career is marked by significant roles in high-stakes patent litigation, financial management, and operational strategy. Andrew's expertise is further augmented by his completion of 'Succeeding as a Strategic CFO' Executive program at The Harvard Business School, equipping him with advanced skills in financial strategy and leadership. At Sorting Robotics, a leading provider of industrial automation technology for the cannabis sector, he drives the company's strategic initiatives and fosters a culture of excellence and innovation. Andrew's strategic viewpoint is instrumental in guiding the company through the complexities of startup growth and market leadership.

Experience

Sorting Robotics

Chief Of Staff

February 2021 - Present (3 years 9 months)

Los Angeles Metropolitan Area

Cielo Malibu Wines

Director of Wines

March 2019 - December 2019 (10 months)

Malibu, Ca

- Directed operations and P&L management for prestige vineyard tasting room and wine brand
- Functional areas of management involved strategic planning, human resources, business development, marketing, sales, product management and finance.
- Established tasting room KPIs to monitor customer satisfaction, sales per transaction, and daily sales and promotions.

- Created all marketing materials for the wine tasting room; menus, signage, and advised on wine label creation.
- Led creation of branded clothing line from ideation to execution

Lauren B. Beauty

Chief Operations Officer & Co-Founder

January 2014 - March 2019 (5 years 3 months)

Westlake Village, CA

- Generated both b2b and b2c customers through effective proactive digital marketing and email marketing strategies.
- International business development role – by engaging c-level and government contacts to achieve growth goals.
- Innovatively identified and resolved problems for the company, built alliances and partnerships with other organizations, and supported worker communication with the management team.
- Leveraged operation management skills to ensure products, services meet standards of quality by 85% and cost-effectiveness by 92%.
- Personally opened Whole Foods account via cold e-mail – launched in 20 stores in the Southern Pacific region.

Pepperdine

Associate Director, University Alumni Affairs

December 2011 - May 2014 (2 years 6 months)

Malibu, CA

- Solely managed 100+ volunteer leaders across 15 chapters throughout the United States.
- Cultivated substantial relationships with staff by creating a cohesive and productive team in a deadline-driven environment.
- Frequently commended for quick-thinking and resourcefulness.
- Aided University Advancement leadership with project support, data tracking, and administrative tasks which reduced Association operating costs by 40%.
- Coached in conversion knowledge + overcoming objections training.
- Motivated and helped my associates to maintain focus with the task at hand

SIP Malibu / Cielo Malibu Wineryards

General Manager / VP Business Operations

September 2009 - December 2011 (2 years 4 months)

Malibu

Oversaw operations of SIP Malibu Winebar, Cielo Malibu Wine Club, and all other aspects of retail operations for Sip Malibu and Cielo Malibu Estate Winerys.

Created and managed business plan & sales strategy development.

Developed and launched new marketing strategies to enhance sales, wine club member growth and retention, and new member sign-ups.

Directly managed tasting room employees and wine club manager.

The position was a decision-making position reporting directly to the Owner.

Solely responsible for all aspects of the business: budgeting, forecasting, P&L, marketing, customer relations, & day to day operations. Executive level position with high-level of strategy, finance, & operations responsibilities.

The Residence Inn by Marriott Westlake Village

Sales Manager

August 2008 - September 2009 (1 year 2 months)

Westlake Village, CA

- Innovated and expanded the reach with key corporate, business, and travel industry accounts.
- Manager on duty role – proactively interacting with guests via the manager's evening social hours.
- Solicited, negotiated, and booked new and repeat clients using multiple channels, such as social media, outside calls, and cold calling tactics.
- Introduced new gasket lines into the market, often closing sight-unseen sales of newly released products.
- Demonstrated an unwavering commitment to customer service, adding new customers while maintaining premium service levels with existing accounts.

ACT Construction Inc.

VP Operations / Multi-Family Development

May 2007 - August 2008 (1 year 4 months)

- Orchestrated \$500,000 fire remodel project for multifamily unit triplex and \$1.7 million commercial remodel project from plans to completion.
- Bid out \$15 million 150-unit multifamily apartment complex project and positively impacted overall net profit margin by 20%.

- Accelerated knowledge retention with thought leadership insights on the business and management imperatives in the construction industry.
- Collaborated with the Managing Partner to source opportunities and win business/projects for the company.
- Evaluated performance of the organization in meeting objectives and determine where costs can be reduced, what can be improved and what should be changed
- Conferred with staff to discuss issues, coordinate activities or resolve problems
- Took corrective action to solve organizational problems

Prudential Malibu Realty

Realtor

March 2006 - May 2007 (1 year 3 months)

Representing Tenants in Lease Transactions in Malibu during my third and fourth year while attending Pepperdine University.

In addition, I also assisted the owner of Prudential Malibu Real Estate with office tasks as needed.

Held Open Houses for other agents in the office

Education

Harvard Business School Executive Education

Succeeding as a Strategic CFO, Finance, General

Benedictine University

Master of Business Administration (MBA), Marketing
Management · (2012 - 2014)

Pepperdine University International Programs

Bachelor's degree, Biological Science · (2003 - 2007)

Pepperdine University International Programs

Heidelberg Summer Opera Program · (2004 - 2004)

California Institute of Technology

Cellular Biology and Engineering Summer Program · (2001 - 2001)