

Ted Menadier

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Summary of Qualifications

Masters in Business Administration and a Bachelors of Science in Marketing with 25 years of leadership and management experience. Skilled in building teams and accomplish strategic objectives. Specialized skills in the hemp/cannabis industries with a focus on feminized seed production and breeding with broad experience in cultivation, field production and the business of cannabis.

Key Competencies:

- Expert witness services
- Feminized cannabis seed production
- Cannabis Propagation
- Planting, cultivation and field production
- Cannabis breeding and selection by phenotype, chemotype, genotype
- Cannabis harvesting and material storage
- Retail branding and marketing
- Seed and seedling sales
- IPM Strategies
- Greenhouse and indoor grow facilities design

Education:

Daniels College of Business, University of Denver, Denver, CO

Masters in Business Administration, 3.9 GPA

Relevant Courses: Strategic Management, Financial Accounting, Strategic Cost Management, Finance, Marketing Strategy, Ethics for the 21st Century, Innovation Design & Execution

B.S.B.A –Marketing, 3.86 GPA

Relevant Courses: Methods of Marketing Research, Integrative Marketing Strategy, E-Marketing, Personal Selling, International Marketing, Innovation Strategies, Consumer Behavior

Certifications:

Association of Certified Commercial Cannabis Experts

CCCE (Certified Commercial Cannabis Expert)

University of Denver

Cannabis Compliance Management Certification and Risk Management

Relevant Courses: Cannabis 101, Cannabis Compliance, Cannabis Risk Management

Cannabis Agriculture and Horticulture

Relevant Courses: Cannabis Agriculture and Horticulture I and Cannabis Agriculture and Horticulture II

The Business of Cannabis

Relevant Courses: The Business of Cannabis I, The Business of Cannabis II

Equity and the Cannabis Connection

Relevant Course: Social and Environmental Justice in Cannabis

State of Colorado

Certified Hemp Sampler for the State of Colorado

Passed examination and received a certificate to conduct hemp compliance sampling for the state of Colorado

360 Training

Osha 30 Hour General Industry Outreach

Institute of Inspection Cleaning and Restoration Certification

Water Restoration Technician Certification

Experience:

Approach One LLC

7/19 to present

Owner

Currently working as an expert witness in marijuana and hemp. I retain a badge to work in the cannabis industry in Colorado issued by the Colorado Marijuana Enforcement Division under license number M143271. I currently work with Rocky Mountain Distributors, a laboratory and cultivation facility producing live rosin for the retail marijuana market in Colorado. I provide support with propagation, cultivation, harvesting, trimming, transportation and compliance of product for distribution and lab testing, as well as equipment and cultivation infrastructure. Additionally I am also working as a consultant for feminized marijuana seed production including projects in Oklahoma in 2022 and New York in 2023.

Areas of focus:

- Expert Witness Hemp/Marijuana
- Cannabis cultivation (Indoor, greenhouse, field production)
- Breeding and genetic selection for marijuana and hemp
- Cannabis propagation (seed and seedling production, cloning)
- All aspects of feminized seed production
- Cultivation equipment and infrastructure
- Cannabis Markets hemp/marijuana
- Integrated pest management strategies

Clients/partners

- Blue Forest Farms/ Botany Lane greenhouses
- Atlantic Hemp company
- Cous inc.
- Echo Farms
- Green Vision Farms
- Rocky Mountain Distributors

DTN inc

6/18--6/19

Partner

An evolution of Konopi with significant capital investment. 10,000 sq ft of feminized seed production and 200 acres of irrigated land for cultivation. Focused on feminized seed and seedling sales. In addition to wholesale product sales.

- General manager for all aspects of the business including:
 - Design and construction of greenhouses and indoor grow facilities
 - Product manufacturing
 - Seed production
 - Seedling production
 - Sales
 - Farming/field cultivation
 - Breeding and selection

Konopi**11/16--6/18 when acquired by DTN inc.**Founding Partner

Hemp Genetics and breeding company with vertical integration from seed to sale. Main focus on feminized seed production, seedling and clone sales. In addition, retail products, web sales, white labeling etc

- Business development
- construction of cultivation spaces indoor and greenhouse
- Feminized seed production
- Cloning and propagation
- Farming-- Field cultivation and harvesting
- product development
- Seedling and clone sales

SGA**3/15--12/16**Founding Partner:

Nutrient and Commercial Equipment supply for the cannabis Industry in addition to indoor grow design consulting.

- Business manager
- Marketing and customer relationship management
- Sales and logistics
- Grow facility design consulting coordinator

Additional Experience:**Abbotts Fire and Flood****4/15--12/16**Logistics, Purchasing, and Equipment Manager

- Purchasing equipment and supplies
- Equipment inventory and tracking on a weekly basis
- Fleet management
- Software systems integration for equipment tracking and inventory management

Barricade TechnologiesPartner**10/11 –1/14**

- Partner relationship management specifically with Microsoft, Dell, Score Denver.....
- Management of referral program
- Creation of internal marketing materials and web content for clients
- Sales training and management
- Lead generation and creation prospect qualification strategies
- On-going education of cybercrime and network security trends
- Operations and Account management
- Proposal writing for web development and network security projects

Mobile Accord, Denver, COSpecial Projects**11/09-3/11**

- Creation of analytical tools to evaluate international mobile technology projects for the State Department and the World Bank
- Systems and program reporting for international and domestic projects

- SEO for e-commerce that included writing optimized content, monitoring and reporting for data feed, reporting on Google analytics, and Google Ad-words

Thunderbolt Ventures, Denver, CO (Associated with Barricade Technologies) 1/10- 8/11

Marketing/Strategy and Business Consultant

- Branding and positioning for businesses seeking differentiation and a competitive edge
- Business naming and domain searches for startup business optimized for branding
- Business plan writing and market research
- Creating web marketing strategies that include content strategies for conversion optimization and basic SEO

Vydrogen, Denver, CO

Research Analyst

8/09– 1/10

- Critical member of a small team building a startup based on helping entrepreneurs and innovators launch their concepts to the market by providing consulting and financial capital
- Conducted market research and industry best practices for entrepreneurial consulting
- Designed business process for screening and evaluation of business/invention concepts

Antrim 1844 Country Inn, Taneytown, MD

Maitre d'/Restaurant Manager

2/94-4/02

Wine sales/Wine training and management duties

Seasonal 9/2002--12/2007

- Managed 35+ employees
- Conducted planning and execution for events, employee training (including sales training)
- Managed all aspects of the customer experience
- Directed wine sales and wine education
- Was responsible for maintaining the reputation of a nationally award winning property