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Top Skills

Cannabis Industry

Management

Investors

Publications

Breaking News in Real Estate

Is there Room for Celebrity Brands?

The New Water Cooler: Social Media

Chris Boudreau

AI Thought Leader, Public Company CEO, Seasoned Cannabis Operator, and Banking Senior Executive
San Diego, California, United States

Summary

Founder & CEO of an AI automated all-in-one solution for customer success (marketing, customer service and customer relationship management). Prior founded and built four other business (3 multi-state), raised capital for all four, and achieved four successful exits (two that achieved high 7-figure revenue, and two that achieved 8-figure revenue- one of which I took public). Have additionally consulted for a range of clients, including a multi-national public company.

Experience

RipeMetrics

Founder & CEO

May 2020 - Present (3 years 5 months)

San Diego, California, United States

RipeMetrics is an AI automated All-in-One solution for Customer Experience (customer service, customer marketing, and customer relationship management). Our platform helps businesses optimize performance and improve loyalty & retention throughout the customer journey with richer communication that also gathers valuable feedback & reviews.

The RipeMetrics system personalizes customer engagement using AI. Our solution automates both customer service and smart marketing to improve customer success that drives retention (customer retention is the key to increasing sales & profits quickly and at a low cost). We've developed a powerful communication theater that integrates the full scope of digital customer engagement (email, text, phone, feedback, purchases, social media, etc.) into one easy-to-use tool. In this process, our technology gathers feedback (from both customers and employees), integrates it all into our retailer-optimized CRM, and then provides valuable business intelligence data to help our customers improve their operations and manage their teams.

Forbes Business Council

Member

January 2023 - Present (9 months)

Forbes Business Council is an Invitation-Only Organization for leading Mid-Sized Business Owners & Executives. Members are respected leaders who are selected for the council based on the depth and diversity of experience in leadership, management, customer engagement, technology & growth.

Cannabis Chamber of Commerce

Founder & Chair of the Board Of Directors

April 2017 - Present (6 years 6 months)

Greater San Diego & Orange County areas

The Cannabis Chamber of Commerce is a leading national trade association comprised of local regional chapters led by top operators and industry professionals across the US. Our organization helps bring together valuable connections, products, and resources that our members are seeking through regional networking expo events, educational forums, job fairs, industry training, and other chamber resources.

TRITON FUNDS LLC

Advisor

October 2019 - November 2022 (3 years 2 months)

San Diego, California, United States

Triton Funds is the largest independent student managed fund in the nation. Triton has raised capital from both Venture Capital and Private Equity groups, and makes strategic placements in both the public and private markets. By utilizing alternative investment strategies with a millennial outlook, we help stand still businesses emerge into industry leaders. Our growth driven cycle yields efficient advancements for students, investors, companies, and the community.

Apothekare

Founder

August 2016 - September 2021 (5 years 2 months)

3455 Camino del Rio S, San Diego, CA 92101

Worked through the retail application process to get the store permitted in the City of San Diego. Raised capital to complete the build out process. Won the Readers Poll at this location for the best store against over 100 other competitors in the highly competitive San Diego region during the prior Proposition 215 market. Successful exit to Eaze in 2021.

Consultant

Consultant & Advisor

June 2019 - May 2020 (1 year)

Provided guidance for developing and distressed companies in both the private and public company space. Support strategic planning, operational enhancement, leadership development, talent recruitment, fundraising, M&A, marketing & sales, public company management, and financial health.

Driven Deliveries, Inc. \$DRVD

Founder & CEO

December 2016 - May 2019 (2 years 6 months)

Greater Los Angeles Area

Founder & CEO of the technology based supply chain and logistics company as the first multi-state B2C cannabis retail delivery service in California and Nevada. Brought in the head of logistics from Facebook (COO) and an upper level manager from Qualcomm (President). Worked through the land use application process for licenses in Nevada, Los Angeles & Kern Counties, and negotiated deals to utilize 2 other licenses to facilitate delivery throughout the major metro regions of California. Raised capital and took the company public in 2018 to a 9-figure valuation.

1-800-CANNABIS & M Delivers

Founder & CEO

December 2015 - May 2019 (3 years 6 months)

California

Founder and CEO of the retail cannabis delivery service that operated as a leading delivery company in the cannabis industry. Operated in markets from San Diego through Sacramento. Raised capital and developed the venture to become a multi-region licensed cannabis operation. Successfully sold the company to MJIC (now Manifest 7), and the company now operates as Weden.

California Cannabis Industry Association

Active Member & Chair of the Distribution Committee

May 2014 - May 2019 (5 years 1 month)

As an active member of CCIA, spoke at public events and on panels, and worked with state and local elected officials & regulators to develop important initiatives. Created and served as chair of the Distribution Committee for two years to help organize and shape intelligent regulatory policies, as well as foster best practices in the cannabis distribution sector. Played a key role in

large lobbying efforts that brought meaningful regulation changes in many California markets.

California Cannabis Delivery Alliance

Board of Directors

January 2018 - December 2018 (1 year)

California

Board member of the State trade organization dedicated to developing better regulation, more active markets, and better guidelines for operators to be compliant.

Calyx Brands

Founder & CEO

December 2014 - November 2016 (2 years)

Greater California

Founder and CEO one of the first distribution companies in the cannabis industry. Built and managed the first statewide wholesale sales team, and then expanded the company to become the first multi-state wholesale operation. Established Calyx as the first "full line" distributor with a portfolio of quality cannabis brands and products. Raised capital to offer a complete suite of marketing, promotion, sales, and distribution services. Successfully sold the business to Nutritional High (CSE: EAT, OTC: SPLIF, Frankfurt: 2NU).

Pleasantly Baked

Founder

January 2013 - December 2014 (2 years)

Vancouver, Washington, United States

Earned one of the first Washington State recreational licenses in 2014 in Vancouver (Clark County). As one of the first recreational markets, the State worked with licensees through the process, awarded licenses, and then later Clark County and many others banned all cannabis activity.

Seacoast Commerce Bank

1 year 6 months

Credit Administrator

January 2008 - October 2008 (10 months)

Chula Vista, California, United States

Managed all aspects of lending for the bank, from the lending staff to the note department, under the direction of the Chief Credit Officer, President, and the Board of Directors. Performed a wide array of duties including: Overseeing the

loan portfolio – Preparing nearly all management lending reports, including the lending portion of the call report for the SEC, building the quarterly economic forecast, and preparing the financials for the board report – Working with auditors and regulators during reviews and examinations to ensure exam issues were satisfied – Underwriting participations & high exposure / high profile loans – Managing relationships and loans with participating banks – Reviewing loan officers credit analysis – Performing site visits – Reviewing all appraisals – Presenting large credits to the Board – Evaluating and changing loan policy – Helping assign risk grades to criticized and classified loans – Responsible for managing all high risk credits for the bank.

Implemented the following: Established and implemented an audit system to ensure files are complete, orderly, and in compliance before funding - Redesigned, streamlined, and automated the board report – Developed a modeling tool for detailed measuring and monitoring of various aspects of the loan portfolio by specific concentration types – Edited and restructured the Loan Policy – Developed and added key underwriting components to the loan policy – Designed standardized tables for financial analysis to provide efficiency and consistency to loan memorandums – Created a new format for a more detailed and efficient commercial and consumer loan approval memorandum – Found and switched credit reporting vendors for an improved credit report, reducing credit report costs by 40% – Developed a new file structure for physical loan files – Redesigned the majority of forms used by lending staff – Created a computer file architecture for the entire lending arm of the bank.

Head Underwriter

May 2007 - January 2008 (9 months)

Chula Vista, California, United States

Lead underwriter for the bank, overseeing the review and analysis of all loans, and underwriting and performing the analysis on large and complicated credits for the bank. Functionally managed the lending staff, and helped train and educate lenders on credit analysis. Performed site visits to evaluate borrowers, real estate, and construction progress. Performed all appraisal reviews. Was influential in guiding the credit policy, and created the residential loan policy. Was also responsible for reviewing high risk credits.

Real Estate Investor

Owner

August 2003 - January 2008 (4 years 6 months)

Purchased, sold, and managed residential properties. At the peak, owned (and managed) approximately \$4.5MM in residential real estate, as well as managed investment real estate for other investors. Also put together investment partnerships to purchase and own properties, and assembled a group of private investors for various equity secured financing needs.

Bank of the Sierra

Commercial Banker

May 2004 - June 2006 (2 years 2 months)

Vice President level position in a traditional commercial banker role.

Responsible for developing new business, underwriting, managing and growing the existing loan portfolio with one other officer (approximately \$100MM). Also helped oversee branch operations in three offices. Loans covered the full spectrum of small market needs, including A&D, construction, and SBA loans. Underwrote credits up to an aggregate of \$15MM. Top performer in both unit and volume production.

Westamerica Bancorporation

Commercial Banker

January 2003 - May 2004 (1 year 5 months)

Business Development Officer and Portfolio Manager building new business relationships and managing a portfolio of clients in the small market sector (annual gross revenues of \$1MM-\$50MM). Responsibilities include aiding in growth and development of existing client base, canvassing the market for potential prospects, bringing successful businesses to the bank, and negotiating and closing credits up to \$5MM.

Wells Fargo

Commercial Banker

July 2001 - January 2003 (1 year 7 months)

Commercial Loan Officer developing new bank relationships under a \$2.5MM quarterly loan production goal, while helping entrench existing clients.

Responsible for: designing and executing marketing plans to develop new client relationships; Assessing and profiling businesses needs (ie: credit facilities, treasury management, payroll, merchant services, etc.); and structuring, underwriting, pricing, and negotiating credit requests between \$250k and \$5MM.

Conseco Finance

Regional Manager

May 2000 - July 2001 (1 year 3 months)

San Jose, California, United States

Promoted to Assistant Manager after three months, and promoted again to Area Manager in the Bay area after only ten months (was the youngest regional manager) with the national mortgage lender. Functions included local marketing, loan production, managing the P&L, advertising, and supervising staff. Began as Loan Officer and consistent top producer, generating up to 50%-70% of the loan origination volume for the Fresno regional office in top performing months.

Education

National University

Master of Accountancy, Accounting

California State University, Fresno

Bachelor of Science, Business / Finance

Clovis West High School

High School Diploma · (1989 - 1993)