
FALLON HANLEY

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Objective

Business owner and consultant seeking to explore and expand opportunities with other businesses, while sharing my 10+ years of experience in the cannabis and hemp worlds.

Experiences

Bonafide Seed Co.: CEO

September 2018 – Current

- ◇ Co-owner tailoring seed products for hemp farmers that have high CBD to low THC ratios as well as regional specific genetics.
- ◇ Oversee the development of a remote farm in New Mexico for the purposes of feminized seed breeding.
- ◇ Sourced a host of notable superior hemp strains that we could begin our selection process with.
- ◇ Selected which plant out of hundreds was best suited to create seed on our property.

Trill Alternatives: Production Consultant

August 2016 – October 2018

- ◇ Designed and built out a 15,000 square foot cannabis production facility for Trill Alternatives.
- ◇ I took a failing, low performing operation and within six months streamlined the process thereby producing 3 times prior results while lowering labor and other input costs.

Seed Breeder

September 2011 – December 2017

- ◇ In my private grow space, I was selective breeding cannabis genetics.
- ◇ Using a stud of a Ghost OG Kush plant, I began sourcing any high end proven female cannabis strains I could find.
- ◇ The Sueno and 303 Headband are two recognizable cannabis genetics I developed in this period.
- ◇ I sold these seeds to numerous successful dispensaries in the Denver/Boulder area such as Olio, Higher Grade, Green Farms and Trill Alternatives.

Independent Extraction Artist

June 2011 – October 2015

- ◇ Contracted by caregivers and early dispensaries, I made high end hydrocarbon and water extractions, along with a small team that I managed.

The Station: Production & Sales Consultant

July 2010 – January 2012

- ◇ I developed a very basic, low cost, high efficiency grow operation where I resourced a library of high-end cannabis genetics that allowed them to be competitive.
- ◇ Handled all the sales of the production from the facility.
- ◇ Managed the extraction program, while networking high end extraction people to make hydrocarbon products.

Grassroots Medical Clinic: Owner/Operator

May 2009 – May 2010

- ◇ I started what was one of the first few doctor offices strictly focused on getting patients who qualified for medical cannabis their medical cards.
- ◇ This required creating a network of doctors that were sympathetic to the cause and bold enough to be on the front lines of this program.
- ◇ Developed and maintained relationships with outside businesses to create referrals.

Education

University of Colorado at Boulder

1999-2003

Bachelor of Arts in Anthropology

My course work focused on public-speaking, communication, and cultural anthropology.

Skills

- ◇ Strong leadership traits
- ◇ Able to anticipate market directions
- ◇ Innovative
- ◇ Project management
- ◇ Networking/Relationship building
- ◇ Strong budget development
- ◇ Strong communication and coordination skills with team
- ◇ Inclusive with decision making
- ◇ Adaptability to change
- ◇ Strategic thinker
- ◇ Strong team development skills
- ◇ High self-awareness