William Jacob Pennstrom

Senior Director of Manufacturing & Post-Processing, Vertis

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This resume is best viewed on the website I built specifically to show how I would manage this role.

APPLYING FOR ASSOCIATE VICE PRESIDENT OF MANUFACTURING OPERATIONS, SECURITY & FACILITIES

Thirteen years building and scaling regulated cannabis manufacturing in Colorado, California, and Arizona. On the executive team at Vertis, managing 80–100 staff in a facility of around 120–150, and developed and implemented its EU GMP and GACP program. Earlier, ran Utopia's two facilities and built California startups through the adult-use transition, training their teams. Six Sigma Black Belt with GMP auditor certification.

PRE-ROLL CAPACITY	HAND-TRIM COST	MANUFACTURING REVENUE	NECTAR BEE REVENUE
24,000 /SHIFT	**$35** /LB	**$10.5M** /YR	**$16.6M** /YR
$0.06 direct labor per unit, eight people, 8-hour shift	down from $90 at Vertis in six months, every bud still hand-trimmed	up from about $1.2M at Vertis, mostly from bulk flower into packaged brands	up from $850K, 2013–2017, as staff grew from 4 to 75

experience

Vertis King City, CA — Apr 2024 – Present

Senior Director of Manufacturing & Post-Processing — Executive team; reports to the President and Board

Vertically integrated cannabis facility with around 120–150 people and 150,000 sq ft of indoor cultivation.

- Run pre-roll production with capacity for 24,000 per 8-hour shift from an eight-person team, at $0.06 per unit in direct labor ($0.07–$0.09 Dutch-crowned and QC'd).
- Cut hand-trim cost from $90 to $35 per pound in six months by moving the core team in-house from contract pay onto a wide performance-based pay band that rewarded top trimmers and lifted output, every bud size still hand-trimmed.
- Won back 10 trimmers who walked out during the change and promoted their leader to trim lead; still our top crew.
- Grew manufacturing revenue from about $1.2M to $10.5M a year, mostly by converting bulk flower sales into packaged products for Bright Lights, 3 Bros, and Stereo (Revelry Indoor), and added automated production and packaging machinery.
- Manage 80–100 staff in manufacturing and post-processing through managers and supervisors, with sprint FLC labor.
- Manage COGS through automated live financial reporting inside the eQMS software platform I built for the company.
- Developed and implemented an EU GMP and GACP program for the entire facility, cultivation included: document control, SOPs and batch records, deviations and CAPA, change control, training records, supplier controls, and internal audits.

YourWay Brands — Sep 2020 – Apr 2024

Director of Operations, Venom Extracts — Phoenix, AZ · Jun 2023 – Apr 2024

- Brought in to address major pre-existing compliance issues by implementing a complete compliance overhaul plan.
- Ran in-house brand demand planning and production orders to hold shelf space at 100+ Arizona dispensaries, and managed all white label, wholesale, and toll-processing client relationships.
- Managed multi-million-dollar staffing and production budgets with accounting and executive leadership.

Director of Operations, Utopia Manufacturing — Soquel & Del Rey Oaks, CA · Nov 2021 – Jun 2023

- Responsible for all operations at Utopia's two California facilities, including staffing and production budgets and demand planning for internal brands and clients including Bloom, PAX, and Leune.
- Led the company-wide Viridian ERP implementation, then ran planning, production, inventory, and purchasing on it.

YourWay Brands, continued

Sep 2020 – Apr 2024

General Manager, Hollister Cannabis Co. Hollister, CA · Sep 2020 – Nov 2021

- Led the extraction facility CAPEX project as subject-matter expert for equipment selection, architectural design, and regulatory compliance with the City of Hollister, and led the Viridian ERP implementation.

Euphoric Life, Inc. Hollister, CA

Jan 2019 – Sep 2020

Director of Operations

- Handled launch CAPEX, facility design, equipment selection, process implementation, SOPs, compliance, initial staffing, and manager training for a startup extraction and production operation, and assisted with its licensing.

Agripharma Ltd. Hollister, CA

Feb 2017 – Jan 2019

Chief Production Officer

- Won cannabis licenses from the City of Hollister in a highly competitive process when few licenses were available.
- Launched operations that grossed $20M in year one, led by a Raw Garden partnership and other large-volume partners.
- Set up and oversaw all volatile extraction and packaging operations.
- Worked with the architect and city to develop and build out a certified Class 10,000 clean room for cannabis tissue-culture R&D with Israeli partner Ilan Bio.
- Led cannabis regulation and safety workshops for the Hollister Police Department, Fire Department, and City.

Nectar Bee Extracts, The Green Solution Denver, CO

Jun 2013 – Feb 2017

General / Operations Manager

- Grew Nectar Bee from 4 employees in a 2,500 sq ft converted diner kitchen to 75 running 10 production divisions in a purpose-built 22,000 sq ft infused products plant, Colorado's largest at the time.
- Grew annual revenue from $850K to $16.6M, supplying The Green Solution's 13 dispensaries with a 96-SKU menu spanning every product category.
- Designed the facility, selected and maintained its extraction, bottling, and custom automated packaging equipment, and wrote its SOPs and a HACCP plan for every product.
- Developed manager KPIs tied to production efficiency, implemented a stage-gate process for new products, and led ground-up development of an ERP on Microsoft Dynamics NAV.

skills

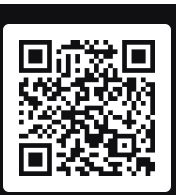
METHODS	Six Sigma · continuous improvement · just-in-time inventory · HACCP · EU GMP and GACP
PRODUCTS	Infused pre-rolls · vapes · kief, hash, and rosin · hydrocarbon, ethanol, and CO2 extraction · edibles
SYSTEMS	METRC · Microsoft Dynamics NAV · Viridian and Cannabis 365 · custom eQMS with live financial reporting

certifications

Six Sigma Black Belt
GMP Auditor Certification

education

Metropolitan State University of Denver
Business Administration coursework, 2010–2012



PLAN FOR THIS ROLE

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An interactive plan for this role: the four-week site rotation, day one hour by hour, the scorecard and data audits, security and facilities, and live daily numbers.