

# Jesse Meighan

brand development + creative direction + media and marketing + early-stage venture + leadership + business development + product design + CPG + e-commerce

## experience

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**Founding Vice President of Brand Development at FoundryWorks** 2020 - 2022

*FoundryWorks is a national platform that exists to nurture, grow, and operate the world's best cannabis brands. Through strategic acquisition and development of brands in-house, the FoundryWorks end-to-end operating architecture encompasses all core competencies necessary to thrive in the competitive and regulated cannabis business environment.*

- Owned overall strategy, rollout, and performance of FoundryWorks' portfolio of brands in multiple states/markets.
- Created multiple proprietary brands and IP from concept to completion targeting diverse demographics and market sectors.
- Identified, selected, created, and developed brands through M&A, partnership, licensing, and research.
- Built and ran consumer research initiatives, generated robust proprietary research reports in support of brand building and scaling.
- Rebranded and launched category-leading cannabis brands in new markets.
- Built and led creative teams.
- Built and led retail marketing and brand ambassador programs.
- Created go-to-market strategies in cross-functional partnership with internal and external sales, marketing, product, and finance teams based on business goals, market data, customer insights, and best practices.
- Managed value chain to ensure detailed timelines, project management, communication, efficiency, and alignment across the organization.
- Created SOPs for business growth in existing and new geographies, products, and market segments.
- Created and owned reporting template for brand development including KPIs for each brand plus pre-launch cost analysis, timelines, and demand planning.
- Built and operationalized marketing division organizational chart, recruited and managed key talent.
- Worked closely with the company's president and leadership to secure \$30M in private placements.

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## contact

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jessemeighan@gmail.com  
Mobile: 510-932-3076  
LinkedIn: /in/jessemeighan

## education

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### **CFDA Fashion Incubator**

New York City, 2013 - 2015

Foremost industry accelerator. Focus on digital strategy and capital raising.

### **NYU Stern School of Business**

New York City, 2014

Business Administration program in partnership with CFDA (non-accredited).

### **Academy of Art University**

San Francisco, 2004 - 2007

Bachelor of Fine Arts

## references

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*Available on request.*

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## experience cont.

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### **CMO & Creative Director at Radiko Holdings** 2019 - 2020

*Radiko Holdings is a portfolio of cannabis brands and supply-chain assets traded on the CSE.*

- Built and operationalized marketing division in support of business objectives.
- Developed and implemented visual identity and messaging for in-house and portfolio THC and CBD brands.
- Leveraged test and learn strategies to gain quick insights and guide future programs across retail marketing, digital media, email, SEO, social, trade, and PR.
- Developed and presented corporate pitch materials resulting in \$3M in private placements for the company.

### **Committee Member & Contributor at Proper** 2015- 2020

*Proper is an e-commerce platform providing consumers with an optimal way to understand and shop for cannabis products.*

### **Cofounder and Chief Brand Officer at Jane West** 2015 - 2019

*Jane West is a multi-state cannabis and lifestyle brand focused on market and category expansion through licensing.*

- Developed visual identity and messaging to create one of the world's first cannabis lifestyle brands for women.
- Established brand presence in 700 retail doors worldwide through wholesale and distribution partnerships.
- Launched e-commerce platform for cannabis accessories and CBD products.
- Launched one of the cannabis industry's first equity crowdfunding campaigns raising capital from over 500 first-time investors.
- Built and launched KindWomen, a branded content vertical generating 5M monthly impressions from women cannabis consumers.

### **Founding COO at A Peace Treaty** 2008 - 2015

*A Peace Treaty (APT) created ethical, artisan-crafted accessories for the luxury fashion marketplace. The brand was distributed internationally through curated showrooms in London, Paris, New York, and Los Angeles, and was sold in over 200 premium retailers including Barneys, Saks Fifth Avenue, and Opening Ceremony. In 2013, APT became one of 10 brands accepted into the Council of Fashion Designers of America (CFDA) Fashion Incubator.*



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