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**FOR IMMEDIATE RELEASE**

## INDUSTRY VETERAN JOINS GREENBELT GROUP

**February 17, 2022 - Los Angeles, CA** - Greenbelt Group, a leading cannabis consulting group, announced today that industry veteran Jordan Thacker will join as the Chief Cannabis Operator.

Jordan has spent nearly a decade directing operations and leading business development efforts for some of the largest cannabis companies in the industry - including Curaleaf where he led processing, compliance and quality assurance efforts for their flagship location in New Jersey. Soon thereafter, Jordan consulted for major brands and vertical operators across the nation where he devised strategies to ensure growth by identifying and implementing process improvements that maximized output while minimizing costs. Recently, he was the Director of Operations for a major Los Angeles cannabis brand where he successfully launched THC products in domestic and international markets. Additionally, he has founded and launched his own cannabis brand, Final Frontier, in the California market, while also assuming the role of Chief Operating Officer for a prominent Los Angeles based food manufacturing company that is currently transitioning into the cannabis space.

*"I am more than excited to be a part of the Greenbelt team. Our collective skill sets and experience create the perfect environment for us to provide clients with a truly comprehensive, turnkey service and build a foundation for their success. Greenbelt's client first, success based approach to consulting in the cannabis space is not only refreshing, but aligns perfectly with my values as a professional in this industry." - Jordan Thacker, CCO, Greenbelt Group*

Jordan has a wealth of experience with both vertically integrated companies and white-label brands with a track record of spearheading budget creation, resource allocation, procurement, quality standards, and compliance policies to ensure a seamless seed-to-sale business model for cannabis entries across the nation.

*"We are thrilled for Jordan to join our team here at Greenbelt. Consistent with our turnkey approach, Jordan's diverse experience, wealth of knowledge, and industry connections nationwide add value to every aspect of our business and service offerings. Client success is core to the Greenbelt ethos, and our clients stand to benefit most from Jordan's addition to the team." - Charles Caliman, CEO, Greenbelt Group*

Jordan will oversee all operational aspects of Greenbelts' cannabis related operations with clients in Nevada, California, Michigan, and Massachusetts.

**About Greenbelt:** Greenbelt Group is a Los Angeles based boutique consulting group dedicated to helping businesses navigate the budding Cannabis industry. Greenbelt's mission is to empower adult-use recreational Cannabis companies to build and sustain compliant, profitable businesses that are efficient, innovative, and nimble. Understanding the complexities of the ever-evolving landscape, Greenbelt offers a dynamic, turnkey consulting solution for entrepreneurs and businesses seeking to enter and navigate the legal Cannabis industry.

**About Final Frontier:** Final Frontier is a high-end cannabis brand that can be found in retail dispensaries across the Los Angeles metropolitan area. By sourcing only the highest quality flower and concentrates, Final Frontier creates a unique and extraordinary experience for its customers. Final Frontier works directly with award-winning cultivators and extractors to curate a menu of items that represent the best of what the market has to offer. Learn more at their website - [www.ffthc.com](http://www.ffthc.com).