DANIEL WYNICK

Consumer Brand Leader · Product Innovation, Commercialization & Brand Growth

Beverage · Beauty & Personal Care · Wellness & Supplements · Cannabis & Hemp · Consumer Hardware

Target roles: General Manager · COO · VP / Director of Product & Innovation · Head of Brand

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SUMMARY

Consumer brand operator with 14+ years building emerging brands from concept to shelf, including two companies led as CEO through successful sales. Co-founded Dab Rite and grew it from zero to over $8M in revenue, 600+ retail accounts and 5 international distributors with a team of up to 11, then stayed on as COO after its April 2025 sale. Has launched products in beverage, cosmetics, wellness patches, dietary supplements, cannabis and consumer hardware, owning innovation, sourcing, pricing, P&L and go-to-market for each. Manages U.S. and China contract manufacturers and co-packers. Accounting degree; builds the cost, margin and forecast models behind every decision. Established retail, wholesale and distributor network from MJBizCon, Champs, Hall of Flowers and Glass Vegas. Runs AI-powered workflows that let a lean team move like a much larger one.

CAREER HIGHLIGHTS

- **Founder to exit, twice:** built Dab Rite to $8M+ in revenue and led it through its 2025 sale; earlier rose from Director of Marketing to CEO of award-winning Vaporfection and positioned it for a successful sale.
- **Distribution & team:** built a network of 600+ retail accounts and 5 international distributors; built and led a team of up to 11.
- **Wholesale growth:** wholesale online revenue up 74% in 2026; wholesale email revenue up 4.3x to $85K.
- **DTC growth:** email-attributed revenue up 181% to $200K (2026 YTD vs. 2025); email share of online revenue up from 16% to 28%.
- **Cost and margin:** sourced a new packaging supplier that cut packaging costs about 15%; launched 3 core products (3,000+ units) at high margins for 710 Labs.
- **Multi-category innovation:** commercialized a CBD hangover shot, CBD wellness patches, cosmetics, a dietary supplement, infused and extracted products, vaporizers (viVape 2, miVape) and a three-SKU hardware line (Dab Rite OG, PRO, GO).

CORE COMPETENCIES

- **Brand building & innovation:** brand strategy and positioning, new product development, line extensions, packaging, competitive and trend analysis
- **Commercialization & supply chain:** contract manufacturers and co-packers (U.S. and China), specialty ingredient sourcing, costing, quality, packaging specs
- **Sales & channel strategy:** DTC e-commerce, wholesale, distributor and retail partner programs, sales enablement, trade shows and events
- **Finance & P&L:** P&L ownership, price architecture, margin models, budgeting, cash flow, demand and inventory forecasting, board reporting
- **Regulated categories:** labeling, compliance and packaging standards for supplement, beverage, cosmetic, hemp, CBD and cannabis products
- **Marketing & digital:** lifecycle email (Klaviyo), WooCommerce, A/B testing, in-house video and content, artist, influencer and co-brand partnerships
- **Applied AI:** AI agents and integrations (Claude Code, MCP) across marketing, operations and analytics; AI-built pricing models and internal tools

EXPERIENCE

Dab Rite | Boynton Beach, FL *Co-Founder · COO, Apr 2025 – Present · CEO, Jan 2020 – Apr 2025*

Emerging consumer brand making precision infrared temperature-measurement tools (Dab Rite OG, PRO and GO) for the cannabis concentrate market, plus a companion app and BTI, a data platform for partner brands. Over $8M in revenue since late 2020, 600+ retail accounts and 5 international distributors. Led the company through its sale in April 2025 and stayed on as COO.

- **Revenue & team leadership:** own revenue for Dab Rite and BTI and oversee cross-functional team workflows; built and led a team of up to 11.
- **Brand & positioning:** built the brand and its "new standard of measurement" positioning, kept consistent across web, email, social, packaging, retail and trade-show channels.
- **Portfolio & innovation:** own the product line and roadmap from concept through launch and lifecycle, aligning R&D, engineering, manufacturing, sales and marketing on what to build, when, and at what cost. Formulated a research-backed lung-support dietary supplement.
- **Platform & app launches:** prototyped BTI (Best Temp Index), a data platform for partner brands, and the IR Sync companion app, then took both to production. BTI is live on the web; IR Sync is live on the App Store and Google Play.
- **Brand portfolio:** lead product catalog and SKU development for Karma, a glass art brand under Pure Craft Collective (PCC).

- **Supply chain:** manage contract manufacturers in the U.S. and China across quoting, production, quality and packaging.
- **Pricing & P&L:** built cost and margin models across the full catalog to set retail, wholesale and event pricing; own budgeting, cash flow, payroll and forecasting; produce post-event P&L recaps.
- **Wholesale & distribution:** grew the network to 600+ retail accounts and 5 international distributors; built the wholesale program ("How to Sell" guides, seasonal lineups, floor-staff talking points) and automated the application-to-CRM handoff for new retail accounts. Wholesale online revenue rose 74% in 2026; wholesale email revenue grew 4.3x to $85K.
- **DTC & lifecycle marketing:** grew email-attributed revenue 181% to $200K (2026 YTD) and lifted email's share of online revenue from 16% to 28% (retail email +124%); launched A/B testing on conversion steps and report KPIs to leadership.
- **Category authority & content:** authored the company's measurement-based temperature standard, now the basis of all customer education and sales training; produced 9+ product films, ads and social series in-house with AI-assisted tools at a fraction of agency cost.
- **Trade & events:** represent the brand at MJBizCon, Champs, Hall of Flowers and Glass Vegas; lead the event team and on-site sales.

710 Labs *Product Developer, Sep 2020 – Sep 2021*

- Generated and vetted new product concepts for the cannabis accessories market and managed them from concept to launch.
- Launched 3 core products with 3,000+ units produced, sold mainly direct to consumer at high margins (electric cooler, stain-removing pen, ashtrays, auto-opening tabletop trash can and smaller accessories).
- Sourced a new packaging supplier that cut packaging costs about 15%; sourced manufacturers, built costing and pricing, managed production, and partnered with marketing on packaging and go-to-market.

Future State Brands, Inc. | Culver City, CA *Director, Consumer Brands (promoted from Product Manager), Jul 2018 – Dec 2019*

- Led new product ideation and commercialization of beverages, cosmetics and wellness patches, helping turn a media company into a consumer packaged goods company; launched 5 SKUs at Hempathy.
- Named and helped formulate a CBD hangover shot with the co-packer; launched CBD wellness patches in a range of artwork designs.
- Sourced CBD isolate directly as a specialty ingredient and managed co-packers to produce finished goods.
- Directed production of infused pre-rolls, extracts and hash to compliance and packaging standards for regulated products.
- Managed vendor sourcing, packaging and manufacturing for internal and partner brands; delivered launches on time and under budget, reporting to the Chief Brands Officer.

Heavy Brands, Inc. | Culver City, CA *Product Manager, Jun 2017 – Jun 2018*

- Owned end-to-end product development and market introduction for the Heavy Grass line of pre-rolls and smoking accessories.
- Aligned marketing, sales and management on launches; ran artist, influencer and co-brand partnerships.

Vaporfection / Notis Global, Inc. | Boca Raton, FL & Los Angeles, CA *President, CEO & Creative Director, 2012 – 2016 · Regional Manager, Notis Global, 2013 – 2016*

- Promoted from Director of Marketing to CEO of a medical-grade vaporizer company that won High Times Best Vaporizer (2011) and Best Vaporizer at Kush Stock (2012); secured distribution agreements and grew B2B and B2C sales.
- Helped launch the viVape 2 and developed and launched the portable miVape.
- Ran marketing, partnerships and customer service; managed forecasting and budgeting and reported to the parent company's board.
- Positioned Vaporfection for a successful sale, then led the parent company's corporate rebrand from Medbox to Notis Global and managed design and branding for its hemp and CBD-based products.

OIAIO | Boynton Beach, FL *Founder, Jun 2011 – Present*

- Brand, packaging, digital and product consultancy for consumer and service brands: brand strategy, packaging, websites and custom business tools.

Earlier career *Boca Raton, FL, 2010 – 2011*

- **Friedman Creative**, Account Manager: managed client relationships and advertising, design and web projects at a branding agency.
- **Zucker Forensics**, Staff Accountant: financial analysis and litigation support at a forensic accounting firm.

EDUCATION

University of Central Florida | Orlando, FL *B.S. Accounting, 2009*

LEADERSHIP & SERVICE

- **Executive leadership:** led two consumer-product companies as CEO, both through successful sales; P&L ownership and board reporting; building and leading small teams; aligning R&D, engineering, sales and marketing; partner and distributor negotiation.
- **Kappa Sigma Fraternity:** Grand Master (President), Grand Treasurer, Judicial Board Justice, New Member Class President, Assistant Grand Scribe, Assistant Grand Treasurer; Family Weekend Committee Chairman, 2006 and 2007; Scholarship Leadership Award, 2008 and 2009.
- **University of Central Florida:** Student Government Association, College of Business Senator, Fall 2009; Greek Council, Vice Chair, 2007 – 2008; Interfraternity Council, Judicial Board, Kappa Sigma Delegate; Order of Omega, Initiated Member.
- **Community service:** Dab Rite Outreach supporting Feeding America, The Trevor Project and Last Prisoner Project; Assistant Alumnus Advisor, Kappa Sigma Fraternity, Florida Atlantic University.