

CHIEF OPERATING OFFICER

THE PEOPLE'S ECOSYSTEM

MELANIE DAVIS TRANSLATES OUR CORPORATE VISION INTO OUR DAILY OPERATIONS

A cultivator from the legacy cannabis industry, Melanie draws on her decades of experience as an entrepreneur helping optimize client/partner processes, develop go-to-market strategies, negotiate contracts, acquisitions, and partnerships within the legal cannabis industry.

- **From ideation to market** Davis and the leadership of The People's Ecosystem dropped 57 SKUs in less time that it takes to bring ONE product to market with only a \$5,000 budget
- **Thought leader** in valuations. IP, risks assessments, and monetization strategies through the lens of EQUITY
- **Unprecedented experience** in market sizing & market penetration with a unique ability to actively target intersectional consumers
- **Exceptional knowledge** in alternative financing for non-traditional founders and companies.
- **Combined expertise** as an entrepreneur and cannabis cultivator she partners, builds, and grow businesses in the cannabis and ancillary market places
- **Licensed real estate broker** in the state of New Mexico with focus on generational wealth creation for those most affected by the industrial real estate complex
- **Davis transitioned to the regulated cannabis industry** from a 25+ year entrepreneur as Past Founder & CEO of Brilliant Media llc. a publishing company of bilingual, LGBTQIA+, and mainstream magazines
- **Born and raised** in Albuquerque, identifies as Queer & Latinx (Xicanx specifically)



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"THE SUM OF THE LEGACY MARKET IS EQUAL TO THE BARRIERS OF ENTRY INTO THE REGULATED MARKET."
MELANIE DAVIS COO, THE PEOPLE'S ECOSYSTEM

Melanie belongs to a huge family whom she loves and through personal experience believes in the healing benefits of cannabis in managing wellness, chronic pain, and addictions