



# DANIEL WYNICK

Product Manager · Portfolio Growth, Supplier Partnerships & Commercialization

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## SUMMARY

*Product manager and commercial leader with 14+ years taking consumer and regulated products from concept to market, including dedicated product management roles at three consumer brands and two companies led as CEO through successful sales. Sourced specialty ingredients (CBD isolate) and formulated a research-backed dietary supplement; developed and commercialized beverages, wellness and personal-care products and hardware lines, owning pricing, margin and profitability for each. Manages contract manufacturers, co-packers and suppliers in the U.S. and China, including a supplier switch that cut packaging costs about 15%. Co-founded Dab Rite and grew it to over \$8M in revenue through direct-to-consumer retail and B2B wholesale and distributor channels. Accounting degree; builds the cost, margin and forecast models behind every pricing and portfolio decision. Established network of retailers, wholesalers and distributors built over years at MJBizCon, Champs, Hall of Flowers and Glass Vegas.*

**Selected launches:** beverages · wellness patches · cosmetics · lung-support dietary supplement · infused and extracted products · IR thermometer line (OG, PRO, GO) · 710 Labs accessories line

## CORE COMPETENCIES

- **Portfolio & product lifecycle management:** concept-to-launch development, line extensions, SKU rationalization, competitive and market-trend analysis
- **Ingredient sourcing & formulation:** specialty ingredient sourcing (CBD isolate), research-driven dietary supplement formulation, co-packer management
- **Supplier & manufacturer management:** U.S. and China contract manufacturers, quoting and negotiation, supplier switches for cost reduction, quality, compliance and packaging specifications
- **Pricing & profitability:** product cost and margin models, retail, wholesale and distributor price architecture, P&L ownership
- **Commercial leadership:** B2B wholesale and distributor programs, sales enablement, key-account support, partner onboarding
- **Forecasting & reporting:** budgeting, cash flow, demand and inventory forecasting, KPI and board reporting
- **Regulated products:** compliance, labeling and packaging standards for supplement, beverage, cosmetic, hemp, CBD and cannabis products
- **Tools:** Excel (pricing, margin and forecast models), PowerPoint, CRM and marketing automation (Klaviyo, WooCommerce), Google Workspace, AI-assisted analysis and content workflows

## EXPERIENCE

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

Precision infrared temperature-measurement products (OG, PRO and GO), a companion app and BTI, a data platform for partner brands. Over \$8M in revenue since late 2020. Led the company through its sale in April 2025 and stayed on as COO.

- **Portfolio strategy:** 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.
- **Product formulation:** formulated a lung-support dietary supplement, selecting each ingredient based on extensive research.
- **Supplier management:** manage contract manufacturers in the U.S. and China across quoting, production, quality and packaging.
- **Pricing & profitability:** built product cost and margin models across the full catalog to set retail, wholesale and event pricing; produce post-event P&L and performance recaps for leadership.
- **B2C & B2B channel growth:** grew direct-to-consumer retail through e-commerce, lifecycle email and consumer events (retail email revenue up 124% in 2026); 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, with wholesale email revenue up 4.3x to \$85K.
- **Industry engagement:** represent the company at MJBizCon, Champs, Hall of Flowers and Glass Vegas; built a broad network of retail, wholesale and distribution partners; lead the event team and on-site sales.
- **Market and technical expertise:** authored the company's measurement-based temperature standard, now the basis of all customer education and sales training.

- **Operations & analytics:** own budgeting, cash flow, payroll and forecasting; grew email-attributed revenue 181% to \$200K (2026 YTD) and report KPIs to leadership.

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

- Generated and vetted new product concepts to disrupt the cannabis accessories market, then managed them from concept to launch.
- Launched 3 core products with over 3,000 units produced, sold mainly direct to consumer at high profit margins; products included an electric cooler, a stain-removing pen, ashtrays, an auto-opening tabletop trash can and smaller smoking 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, Jul 2018 – Dec 2019 (promoted from Product Manager)*

- Led new product ideation and commercialization of **beverages, cosmetics and wellness patches**, helping turn a media company into a consumer packaged goods company.
- 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, ensuring 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 an award-winning medical-grade vaporizer company; led product launches, secured distribution agreements and grew B2B and B2C sales.
- Managed forecasting and budgeting and reported to the parent company's board; led the rebrand and positioned the brand for a successful sale.
- Managed design and branding for hemp and CBD-based products after the Medbox / Notis Global acquisition.

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

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

#### **Friedman Creative** | Boca Raton, FL *Account Manager, Jul 2010 – May 2011*

- Managed client relationships, advertising, design and web projects at a branding agency; handled project management and client invoicing.

#### **Zucker Forensics** | Boca Raton, FL *Staff Accountant, Feb 2010 – Jul 2010*

- Provided financial analysis and litigation support for family law and bankruptcy cases at a forensic accounting firm.

### EDUCATION

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

### LEADERSHIP

- Led two consumer-product companies as CEO, both through successful sales; P&L ownership and board reporting.
- Kappa Sigma Fraternity: Grand Master (President), Grand Treasurer; Scholarship Leadership Award 2008 and 2009
- Student Government Association, College of Business Senator, 2009; Greek Council, Vice Chair, 2007 – 2008; Order of Omega

### SERVICE

- Dab Rite Outreach: Feeding America, The Trevor Project, Last Prisoner Project
- Kappa Sigma Fraternity, Assistant Alumnus Advisor, Florida Atlantic University