

KYLE WILLIAMS

Retail Operations & POS Systems | Implementation, Solutions, Product

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SUMMARY

Fifteen years in cannabis retail and wholesale, currently running a licensed dispensary end to end. I administer the point of sale myself — tax configuration, imports, promotions, API integration — and analyze the store's own transaction data. Led a 465-SKU pricing migration in a single overnight cutover and documented five reproducible platform defects. Portfolio of written case studies available on request.

EXPERIENCE

Managing Partner — Pacific Wellness (licensed cannabis dispensary)

Dec 2023 – Present | Sherman Oaks, CA

- Converted 465 SKUs from tax-inclusive to pre-tax shelf pricing in one overnight cutover, holding every customer register total unchanged; documented five reproducible POS defects and built the verification protocol that caught them.
- Administer the POS end to end: tax configuration, product imports, promotions, barcode label design, and menu sync to third-party marketplaces.
- Built a cash-back loyalty product on the POS partner API, live at the counter at 3 points of margin cost versus 9 for vendor promotions.
- Analyze store transaction data — 4,449 tickets across five months — covering retention cohorts, promotional lift and vendor recovery; identified ~\$8,000 annually in discount spend producing no measurable traffic.
- Run purchasing and all vendor relationships; built a COGS-basis reimbursement claim system recovering 19.4% of promotional discount as vendor credit.
- Primary point of contact for state regulatory compliance inspections; opened the store in April 2026 after leading it through municipal licensing and permitting.

Senior Wholesale Account Executive, Flower — Verdure Nascent LLC

Jan 2023 – Dec 2024 | Los Angeles, CA

- Retained and managed a combined book of grower and buyer relationships through an ownership change, averaging ~\$120K in monthly wholesale sales (~\$1.4M annually).
- Managed account transition across the acquisition, preserving continuity for buyers and growers on both sides of the book.

Wholesale Account Executive, Flower — KushCo Distribution

Jan 2014 – Dec 2022 | Los Angeles, CA

- Operated as an independent broker with full ownership of the sales cycle from sourcing to close, paid per transaction; delivered consistent seven-figure annual deal volume.
- Built a self-sourced network of growers and buyers across California's supply chain ahead of state licensing infrastructure.

Founder — Sampson's Delivery Service

Jan 2011 – Dec 2014 | Temecula, CA

- Founded and operated a Prop 215-compliant delivery service; grew to a three-driver team generating ~\$25–30K monthly gross sales before transitioning into wholesale.

Managing Member — Cherry Co (art gallery and gift shop)

Jun 2021 – Present | Redondo Beach, CA

- Family-run gallery; curation, marketing and in-person programming. Over \$100K paid directly to local artists through gallery sales.

SKILLS

POS administration and configuration · Tax engine configuration · Data migration and catalogue imports · REST API integration · Transaction and cohort analysis · SQL · Pricing and promotion design · Vendor negotiation and contract recovery · Inventory and purchasing · Regulatory compliance · Retail operations and staffing

EDUCATION

Product Management Certificate — CareerFoundry, 2023

BA, Economics — University of California, Riverside, 2012