

DANIEL SIMMONDS

Baltimore, MD simmonds80@gmail.com

Cannabis Operator Product Formulator Policy & Safety Specialist

SUMMARY

Founder, product formulator, and cannabis operator with deep hands-on experience across the supply chain. Built and scaled consumer brands, managed retail and wholesale operations, developed formulations, and executed compliant production. Expert witness in Maryland courts, policy advisor, and academic guest lecturer. Combines real-world R&D with market strategy and consumer behavior expertise.

CORE COMPETENCIES

- Product formulation & development
- Cannabinoid / terpene science
- Solventless processing methods
- Processing SOP development
- Retail & wholesale operations
- Vendor qualification (farms, labs, processors)
- Ingredient sourcing & supply contracts
- Consumer education & training
- Regulatory strategy & compliance
- Policy & legislative advocacy
- Process optimization & scale-up

PROFESSIONAL EXPERIENCE

Founder & CEO Georgetown Hemp (2017-2023)

- Built Georgetown Hemp into a leading education-driven retail + wholesale brand, surpassing \$1.5M revenue by year two
- Formulated and branded the full GTH Farms product line, including ingestibles and topicals
- Conducted onsite sourcing/qualification of farms, labs, and processors nationwide
- Developed new bioavailability-optimized delivery mechanisms with chemists and engineers
- Executed bulk cannabinoid ingredient sourcing for national manufacturers
- Co-developed joint-venture SKUs with Iron Chef José Garces
- Trained staff in cannabinoid science & consumer matching

CMO & Lead Product Formulator Functional Health Group (2019-2023)

- Led formulation strategy across cGMP and medical-grade product lines
- Worked directly with a pharmaceutical cannabis lab and West Virginia medical grow
- Developed product-line positioning, branding, consumer education approach
- Managed ingredient procurement and qualification
- Built product pipeline strategy to align with extraction capabilities

Consultant International Cannabis & Psychedelic Industry

- Partner in a coalition responding to the Government of Grenada's medical cannabis RFP
- Co-architected regulatory strategy enabling Sensi Seed Amsterdam to legally export genetics to North

- America for the first time
- Worked with international labs advancing cannabinoid + plant-based psychedelic science
- Regular collaborator with extraction engineers and process architects

POLICY & ADVOCACY

- Maryland court-recognized expert in cannabis chemistry, pharmacology, & identification
- Testified before the Maryland General Assembly on cannabinoid safety
- Participation in state-legislative Delta-8 summer study with former MMCC & Maryland GA
- Founder & President Maryland Healthy Alternatives Association (501c6)
- Advises on impacts of gray/illegal channels on legal markets across MD/DC/VA

CERTIFICATIONS & TRAINING

- Advanced study across:
- Terpene chemistry
- Cannabinoid science
- Cannabis physiology
- Cannabis business operations (multi-state)
- Cannabis compliance & safety
- Budtending / clinical education frameworks

SKILLS

Industry

- Formulation, extraction & pharmacology
- Product lifecycle & commercialization
- Regulatory navigation & compliance
- Retail operations & consumer matching

Technical / Digital

- Brand identity & packaging development
- Graphic design & visual asset creation
- Web + component-based UI builds
- AI-assisted product & content pipelines

CONTACT

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