

WILLIAM JACOB PENNSTROM

QUALITY SYSTEMS (EU GMP • GACP • HACCP) • MULTI-SITE CANNABIS MANUFACTURING, 3 STATES • VAPE, CONCENTRATES & EDIBLES

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Open to relocation and 50%+ travel • 21+, licensed, badging and background-check eligible

PROFESSIONAL PROFILE

Cannabis manufacturing and quality systems leader with sixteen years in extraction operations, R&D, and engineering, thirteen of them in cannabis at general manager through executive level, across six production build-outs in three states. Built and implemented a facility-wide EU GMP and GACP quality management system from a blank page (document and records control, master SOPs and batch records, deviation and CAPA, change control, training and qualification, supplier and raw-material controls, sanitation, and internal audit), now live across all departments with formal certification audit pending. Authored a federally compliant HACCP plan covering an entire product catalog, holds an internal GMP audit certification, and was recruited into a publicly traded multi-state operator's flagship concentrate brand specifically to remediate significant pre-existing compliance issues.

Multi-site and multi-state scope includes concurrent company-wide ownership of two California manufacturing plants with process and formulation transfer between them, operations leadership for that Arizona brand at 25–30% of the state's concentrate category, and production inside three state regulatory regimes. Currently directs 50–70 staff through a layer of directors and managers at a vertically integrated site, owning a \$15M annual manufacturing P&L at a 30% margin with monthly Board of Directors reporting. Firsthand process knowledge across flower, pre-roll, vape, concentrate, and edible manufacturing, carrying products from bench trial and pilot run through validated production process, qualified equipment, and released SOP.

CORE COMPETENCIES

Quality Systems & Compliance	EU GMP and GACP quality management system design and implementation • document and records control hierarchy • master SOP and batch record structure • deviation and CAPA workflows • change control • training and qualification • supplier and raw-material controls • sanitation programs • internal audit (certified internal GMP auditor) • HACCP plan authorship • process validation • equipment and process qualification • GMP-compliant eQMS sourcing and qualification • METRC track-and-trace • compliance remediation • extraction process safety
Multi-Site Leadership	Multi-department leadership of 50–70 staff through a layer of directors, managers, and supervisors • concurrent leadership of two manufacturing facilities • process and formulation transfer across sites • operations inside three state regulatory regimes • KPI design and management development • manager accountability systems with owners, due dates, and escalation • P&L and COGS ownership • board-level financial reporting • facility launch and CAPEX
Product, Process & Systems	Stage-gated new product development • trial design and pilot-to-commercial scale-up • formulation and method development (gummy, vape, pre-roll) • cross-functional partnership with R&D, quality and engineering • lean manufacturing and continuous-flow conversion • yield, throughput and variance modeling • ERP implementation (Dynamics NAV/Business Central, Viridian, Cannabis 365) • custom software architecture and delivery

PRODUCT & PROCESS EXPERTISE

Products	Gummy, chocolate, caramel, hard candy and infused beverage manufacturing • vape formulation and filling • pre-roll production • tincture and topical formulation • commercial kitchen operations
Extraction	Closed-loop hydrocarbon (butane, propane, pentane) • ethanol at distillery scale with full reclaim • supercritical CO ₂ • solventless (bubble/ice-water hash, rosin) • mechanical separation (kief tumblers, dry sift)
Refinement	Winterization • fractional distillation (short-path and wiped-film) • chromatographic pigment and contaminant remediation (CRC) • terpene isolation and reintroduction • cannabinoid conversion
Post-Harvest	Controlled drying, curing, and trimming operations at commercial scale (6000+ lbs per month)
Equipment	Specification, installation, and process qualification across closed-loop systems, rotary evaporators, stills, rosin presses, vacuum ovens, bottling lines, and automated packaging • ground-up custom closed-loop system design and engineering

PROFESSIONAL EXPERIENCE

VERTIS

April 2024 – Present

Senior Director of Manufacturing & Post-Processing

King City, CA

Owns manufacturing and post-processing (drying and trimming) at a vertically integrated cannabis facility staffing 120–140 employees across production, 150,000 sq ft of indoor cultivation, and administration. Accountable for the facility's EU GMP and GACP quality management system, extraction and formulation, new product development, production technology and capital equipment, and COGS.

- Built and implemented the facility's EU GMP and GACP quality management system from a blank page: document and records control hierarchy, master SOP and batch record structure, deviation and CAPA workflows, change control, training and qualification, supplier and raw-material controls, sanitation programs, and internal audit.

- Deployed the program facility-wide across cultivation, post-harvest drying and trimming, manufacturing, packaging, and inventory; the system is live and operating across all departments, with formal certification audit pending. These standards govern medical-grade and export-eligible product and are materially stricter than baseline state compliance.
- Source, evaluate, and qualify new production technology including GMP-compliant eQMS systems; own equipment selection, installation, commissioning, and process qualification.
- Lead extraction, formulation, and new product development end to end: extraction and refinement method development, gummy formulation, vape hardware and fill formulations, and pre-roll SKUs, each carried from bench trial and pilot run through validated, repeatable production process, qualified equipment, and released SOP.
- Direct a 50-70 staff organization across two departments (scaling with sprint FLC labor) through a layer of department directors, managers, and supervisors; hired and developed the director and manager layer, and built the KPI framework, staffing and throughput models, and management tooling that team runs on.
- Accountable for a \$2.5M annual labor budget and COGS across \$15M in annual manufacturing revenue at a 30% margin; present departmental financials, CAPEX requirements, and the annual department budget to the Board of Directors monthly and report daily to the Company President and ownership as a member of the executive team.
- Grew manufacturing from under 10% of site revenue contribution at hire to roughly 40% today; raised the share of cultivated flower packaged into CPG products from 5% to over 20%; converted all production lines to automated or semi-automated methods and replaced batch-flow with assembly-line production, reducing labor cost approximately 37% across all SKUs.
- Rebuilt the post-processing department on an hourly FTE model with a throughput-scaled pay structure, cutting trim cost from \$90 to \$45 per pound over the following year while moving mediums and smalls off machine trim to hand trim across all flower sizes.

YOURWAY BRANDS

Sept 2020 – April 2024

Three successive operating assignments within one organization over three and a half years, each an internal move to a different portfolio site or brand.

Director of Operations, Venom Extracts

Phoenix, AZ · June 2023 – April 2024

- Recruited specifically to identify and remediate significant pre-existing compliance issues; built and executed a company-wide compliance overhaul plan.
- Ran operations for the flagship concentrate brand of a publicly traded multi-state operator, historically 25-30% of Arizona concentrate category sales and 4M+ grams sold annually.
- Owned demand planning and production order management supplying 100+ Arizona dispensaries, plus all white label, wholesale, and toll-processing client relationships. Grew revenue by \$3M annually during tenure.
- Managed multi-million-dollar production and staffing budgets; partnered with accounting and executive leadership on budgeting, forecasting, and free cash flow.

Director of Operations, Utopia Manufacturing

Soquel & Del Rey Oaks, CA · Nov 2021 – June 2023

- Ran company-wide operations across two California manufacturing facilities, including process and formulation transfer between sites, internal brand production and white label / wholesale programs for clients such as Bloom, PAX, and Leune.
- Owned demand planning, production orders, inventory control, and purchasing across both facilities.

General Manager, Hollister Cannabis Co.

Hollister, CA · Sept 2020 – Nov 2021

- Led extraction facility CAPEX buildout as technical subject-matter expert for equipment selection, architectural design, and regulatory compliance, interfacing directly with the City of Hollister and City Manager.

EUPHORIC LIFE, INC.

Jan 2019 – Sept 2020

Director of Operations

Hollister, CA

- Startup launch lead and production SME: SOP development, compliance framework, facility design, CAPEX, equipment selection, and process implementation; supported license procurement and new product development.
- Designed and engineered a custom 300 lb/day closed-loop hydrocarbon extraction system from the ground up, including a CO₂-driven cryogenic circuit reaching -100 °C and a custom ethanol heat-banking system recovering 15 lb of solvent per minute.
- Designed and engineered an end-to-end 1,000 lb/day ethanol extraction and distillation line, pairing extraction centrifuges with inline wiped-film evaporators to refine crude extract into 90%+ THC distillate in a single pass.

AGRIPHARMA LTD. / ILANBIO

Feb 2017 – Jan 2019

Chief Production Officer

Hollister, CA

- Won licenses in a capped municipal process and launched operations to \$20M gross revenue in year one, anchored by a key partnership with Raw Garden.
- Designed and built a certified Class 10,000 clean room for cannabis tissue-culture R&D with Israeli tissue-culture firm Ilan Bio.
- Established all volatile extraction and packaging operations and their SOPs; led cannabis regulation and safety workshops for the Hollister Police and Fire Departments.

- Traveled to Tel Aviv and Jerusalem to advance the Israeli research partnership, including a working meeting with Prof. Raphael Mechoulam, the chemist who first isolated and synthesized THC and elucidated the structure of CBD.

NECTAR BEE EXTRACTS / THE GREEN SOLUTION

June 2013 – Feb 2017

General / Operations Manager

Denver, CO

- Planned, launched, staffed, and ran a 22,000 sq ft marijuana-infused products facility with 10 independently operating production divisions and 55+ production employees, the largest MIP facility in Colorado at the time.
- Authored a federally compliant HACCP plan covering all products in anticipation of eventual FDA regulation.
- Recruited from metallurgical extraction R&D and promoted to operations manager and then general manager after identifying and eliminating a critical safety liability: open-blast extraction being run indoors in a space sharing a wall with an active dispensary lobby. Specified and commissioned an Extraction Tek LBS 1300, among the first closed-loop systems available on the market, developed the operating methods, and passed one of the first cannabis extraction fire inspections issued in Denver.
- Introduced and headed a company-wide stage-gated new product development process that led to a Kroger-brand style 96-SKU menu spanning gummies, chocolates, caramels, hard candies, baked goods, infused beverages, sublingual sprays, tinctures, topicals, vapes, pre-rolls, bagged and jarred flower, and all concentrate categories.
- Governed that process as a cross-functional forum: heads of every company facility convened bi-monthly, each accountable for bringing new product concepts and stage-gate progress on any product accepted into the trial program. Ten-plus SMEs participated, with sample dispersal coordinated across 13 dispensary locations, 200+ internal survey participants, and digital results collection enabling rapid metrics review and group voting at each gate.
- Developed managerial KPI structures driving production efficiency; planned demand for 100+ dispensaries.

RESOURCE DEVELOPMENT INCORPORATED

2010 – 2012

Metallurgical Lab Technician

Denver, CO

- Performed extraction, recovery, and assay testwork on consulting R&D programs for open-pit precious-metal mining operations (gold, silver, copper, zinc, etc.), supporting client mines valued in the billions.
- Built the metallurgical extraction foundation: solvent behavior, separation, recovery, and process troubleshooting; later applied directly to cannabis hydrocarbon and ethanol system and operational design.

SYSTEMS, DATA & ACCOUNTABILITY

- Architected and delivered the operating system production teams run on: a single interface spanning quality management, production, inventory, finance, and sales, plus a manager accountability layer carrying every assignment with an owner, due date, and escalation, tied to the departmental KPI framework. Built for the floor first, with throughput, yield, and variance visible by line and by shift.
- Led four ERP implementations, one built from the ground up, each giving production, inventory, and finance a common set of numbers: Microsoft Dynamics NAV / Business Central, SAP-based Viridian, Cannabis 365, and an integrated Blaze / Onfleet POS and delivery stack, spanning manufacturing, distribution, inventory control, purchasing, and finance.

CERTIFICATIONS & EDUCATION

Internal GMP Audit Certification, GxP Training
OSHA 30-Hour Safety Training

August 2026
2019

Metropolitan State University of Denver

2010 – 2012

Metallurgical / Chemical Engineering Track

Denver, CO

Engineering and science coursework toward transfer into metallurgical / chemical engineering at Colorado School of Mines; attended evenings while employed full time as a metallurgical laboratory technician.