

# Cannabidiol (CBD)

## Our Involvement

We have served and developed relationships with leading companies in the industry, including:

- LAVVAN
- Canopy Growth Corp.
- Dixie Elixirs
- MediPharm Labs
- Purisys
- Kanibi

We participate in industry Associations and Trade Shows, including:

- National Hemp Association
- Hemp Industries Association
- American CBD Expo
- CannaCon



Look for our articles in CBD Health & Wellness

## > Ropella Industry Expertise

Consumers' health and aging concerns mean exploding demand for new consumer products and foods with improved ingredients. Cannabidiol, more commonly known as CBD, has seen dramatic growth in volume increase and demand level over the past several years.

The rapid increase in awareness of the therapeutic benefits of cannabidiol, especially within the United States, has influenced more companies to sell CBD based or infused products. These products are most commonly found in the areas of medicine, cosmeceuticals, animal health, and personal care.

Ropella 360's mission is to build lasting relationships between high-potential a-player talent, backable executives, board members, SMEs and transformational leaders. Our primary goal; providing ROI value towards growing the great companies we invest our time, talent and treasure into.

Building teams worldwide, in all functional areas and at all levels, with the best possible talent is one of the highest priorities for transformational leaders – because we all know – **the team with the best talent wins**. Especially so, in fast growing organizations.

## > Our Solutions

With over 35 years as a global search leader, delivering the most advanced search execution capabilities, Ropella 360 has proven many times over, to be extremely well-versed at solving the most challenging “needle in a haystack” searches. While at the same time managing talent selection and development as a primary asset for ROI.



**SMART**<sup>SM</sup>  
Search System  
Recruit smarter. Not harder.

As a bestselling author of The Right Hire and a highly experienced practitioner, Patrick Ropella developed the SMART Search System<sup>SM</sup>, regarded as one of the most well respected, Talent Centric Executive Search Solutions available.