

Jay W. Michaels

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Professional Summary

- Skilled Cannabis and Hemp IP expert with a long track record of working for a variety of Cannabis and Hemp businesses.
- Extensive knowledge and experience with cannabis breeding, seeds, tissue culture, pollen, genetic services, propagation, cultivation, identification and valuation of cannabis and products made from cannabis.
- Expert witness, writer, advocate, consultant, researcher, inventor, speaker, and Master Sommelier of fine cannabis since 1972.
- Proven to be an invaluable asset to past employers and clients who required consulting for startups and reorganization.
- Ability to nexus relations with clients building trust and confidence while continuing a professional relationship well into the future.

Skills

- Intricate understanding of Cannabis cultivation, propagation, handling, and all the products produced from.
- Cannabis consultant for breeding and genetic constitution, development, patenting, and marketing.
- Strong interpersonal skills to build bonds both professionally and personally with clients nationally and internationally.
- Personal connections and relationships with the cannabis and hemp communities built over many years worldwide.
- Situational awareness of different state laws and compliance issues, their agricultural practices and market strengths.
- Experience in civil processes and court procedures along with expertise in preparing scientific data for presentation during trial and arbitration.
- Complex problem-solving skills to help both sides reach a settlement.

Case Experience:

2022 Civil Arizona Settled. Re: Outdoor Cultivation cannabis
2022 Civil Michigan Settled. Re: Hemp overspray of pesticides.
2022 Civil Michigan Ongoing. Re: Investor expectation not reached.
2022 Civil Florida Settled. Re: Indoor cultivation IP. (Was Deposed)

Work Experience:

Board member, Manna, Mississippi
September - 2023.

CEO, World order Seed Brokers.
January 2022 - Current

NorCal Seeds and Genetics Inc., COO
March 2022 – Current

- In charge of overseeing of all breeding and seed production.
- In charge of licensing and the sales of developed cultivars.

Canna Strip, Director of Nursery
March 2021 – May 2021

- Overhaul of entire nursery strategy.
- Implementation of Crystal Garden Farm's propagation techniques and SOP's.

Tikkun, Propagation Consultant.
2020 ongoing

- Analysis and assessments of SOP's and Breeding layouts.
- Data driven reporting concerning streamlining operations in the Nursery and Propagation to save money.

MJX Corporation, Vice President,
January 2020 – April 2020

- In charge of all cultivation and propagation.
- Hired to overhaul all existing methods and operations for all cultivation and all propagation, design and develop new SOP's and methods for each department.

2018 Project, "Jenny", Project Director,
2017 - 2019

NSG partnership with Steep Hill Labs, UC, and UC Davis. 2½ year study into 140 cultivars to develop markers and identify SNPs for Genomic Breeding through RNA and DNA sequencing of each cultivar. Chemical data was gathered as academic support of Marker findings and placement including 46 types of cannabinoids and 40+ Terpenes and Flavonoids.

NORCAL SEEDS AND GENETICS, Co-Founder, COO, Breeder, Head of R & D
October 2010-Present

- The first breeder to create cultivars that have never existed by design. "Wine Strains"
- The first seed company to offer cultivars designed by a client for commercial breeding and distribution.

- Created Cabernet Kush and Merlot Kush, (strains that mimic the color, smell, and taste of wine) specifically to make wine from.
- Developed IP methods of germinating and bringing back vintage strains from seeds over 10 years old.
- Developed IP commercial methods of seed production for worldwide sale and use.
- Developed cultivation SOPs hundreds of cultivar/strains that are in current commercial production.
- Supervision of all cultivation locations and teams.
- Curator of the one of the largest cannabis seed banks in the world while increasing the number of genotypes and land strains to over 1700+.

CRYSTAL GARDEN FARMS, Co-Founder, COO, Director of Cultivation
October 2010-October 2017

- Co-Founded Crystal Garden Compassion Program under California's Prop215 collective model.
- Responsible for creating SOP's for and managing all aspects of Crystal Garden Nursery.
- Influenced marketing and pricing standards for trade shows such as High Times and Hemp Con by consistently out selling all competitors with new selling strategies.
- Implemented an innovative IP to increase membership from 270 to 10,000 members in 14 months.
- Directed breeding program, seed production, cultivation, manufacturing and packaging of concentrates, cartridges, topical and edibles (including infused wines), managed processing, research and development, patenting, and trademarks for all of Crystal Gardens interests.
- Developed and marketed the first concentrate cartridge vape pen for use.
- Designed and blue printed all construction plans for all indoor and outdoor grows.

Education

Graduate Studies - Television Writing UCLA
2007 -2009
Graduated with Honors

Graduate Studies – Feature Film Writing, UCLA
2008 -2009
Graduated with Honors

Construction Management – Carpenters Training Facility, Elk Grove Ill.
1993 -1995
Graduated with degree in Construction Management

Business Management, ASU
1981 – 1983
Incomplete studies