



Premium hemp products
for the global marketplace.

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FOR IMMEDIATE RELEASE

Natural Products and Cannabis Industry Veteran Joins Nashville's NuSachi, Inc. as New SVP of Global Business Development

***Matt Storey to fuel company growth with expertise across dietary supplements,
consumer packaged goods, hemp and cannabis***

NASHVILLE, TENN. – March 2, 2021 – For a newly created role aimed at accelerating growth, [NuSachi, Inc.](#) today announced [Matt Storey](#) has been named as the company's senior vice president of global business development. As leader of NuSachi's sales and business development efforts, Storey is charged with creating formulation and co-production partnerships across hemp and cannabis, wellness, personal care, and food and beverage applications. NuSachi is leveraging its vertically integrated and traceable, medical-grade hemp supply chain to produce high-quality organic hemp extracts and products.

"Matt Storey guided growth for a worldwide CBD leader and is accomplished in building brands that utilize botanicals to promote well-being," said [Tonya Lewis](#), CMO and Co-founder, NuSachi. "Whether white label, private label, or a completely innovative new idea, we look forward to Matt's work in helping NuSachi clients stand out with high-end custom product lines."

Of note, Storey was tapped in 2015 to join the original team of CBD pioneer Charlotte's Web and helped scale the company into the industry giant that it is today. He has since consulted with brands around the world, leading the launches of diverse CBD and cannabis brands into the global marketplace.

"NuSachi has done the hardest things first and built a totally transparent, medical grade supply chain for hemp and related products," **Storey** said. "Proud to be part of team NuSachi, I'm eager to show the breadth of what we do and how we do it – especially our precision custom product formulation work."

Storey is a seasoned executive with more than 20 years of experience in building high-caliber teams. Since 2001, Storey has held several roles of increasing responsibility selling consumer packaged goods, nutraceuticals, CBD, cannabis, and more. A former member of the U.S. Army's 3rd Special Forces Group, Storey moved into the natural health space after discovering his

passion for alternatives in healing. Storey is a thought leader having delivered hundreds of speeches and educational sessions for industry groups. He earned his bachelor's degree in global business management and is proficient in multiple languages. Storey lives with his wife and two kids in Austin, Texas where he enjoys playing music, fitness and the thriving culinary scene.

NuSachi has built [a team of battle-tested experts](#) who bring broad perspectives and a shared passion for the power of the plant. Now focusing on next-level scale, NuSachi's team brings proven track records in traditional business, as well as cannabis market creation. The announcement of Storey as SVP for NuSachi, follows the recent promotion of [J. Mitchell](#) to serve as the company's president, as well as the addition of [Clint Southern](#), as chief financial officer in mid-2020.

About NuSachi

NuSachi, Inc. partners with pharmaceutical, nutraceutical, pet, beauty, food, and beverage leaders to ensure transparency from seed to sale for premium hemp products around the world. NuSachi offers expertise and services spanning genetics, plant material, extracts, custom formulations, white labeling, and comprehensive turnkey solutions. NuSachi is based in Nashville, Tenn. and can be found online at nusachi.com or via social media [@nusachihemp](https://www.instagram.com/nusachihemp).

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