



**Collective's Executive Leadership, Local Partnerships & Cannabis  
Consultants Necessary for Success in the Highly Competitive Newton, MA  
Market**

January 2023

## **Collective's Distinctive Advantages in the Highly Competitive Newton Cannabis Market**

Collective is a locally-owned business, consisting of 2 operational retail marijuana dispensaries in Billerica and Littleton, Massachusetts. Collective prides itself on the fact that it is the first licensed retail establishment in the Commonwealth to launch 2 retail dispensaries in the *same* weekend!

Collective has successfully structured a team consisting of 64 full-time and part-time employees to implement the operations of its recently opened Retail Marijuana Establishments and intends to create an additional 15 and 20 full-time and part-time staff positions at the 131 Rumford Avenue, Newton location.

Collective has a core executive team who oversees the daily activity of staff and patrons. Among the employment staff, there are several managerial positions at the establishment. This is because there will be someone with managerial authority available at all times throughout the various hours of operation during the week and on weekends.

Collective is a small business owned by David Giannetta, a resident of the Town of Littleton. David's direct experience owning and operating the Collective Retail Establishment and other small businesses in the area is directly applicable and will help ensure that Collective's emphasis is on education, a positive interaction with customers and Town officials.

# Collective Operational Retail Dispensary Locations



*Billerica*

## 4 Republic Road, Billerica

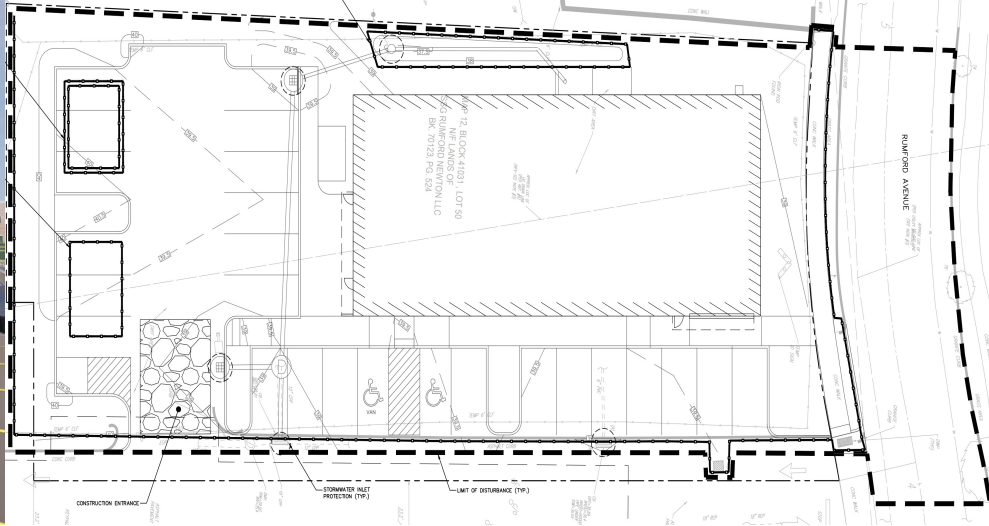
- New Construction - 3,250sf
- Real Estate Co-Owned by Founder in a separate LLC
- 47 Parking Spaces



*Littleton*

## 537 Great Road, Littleton

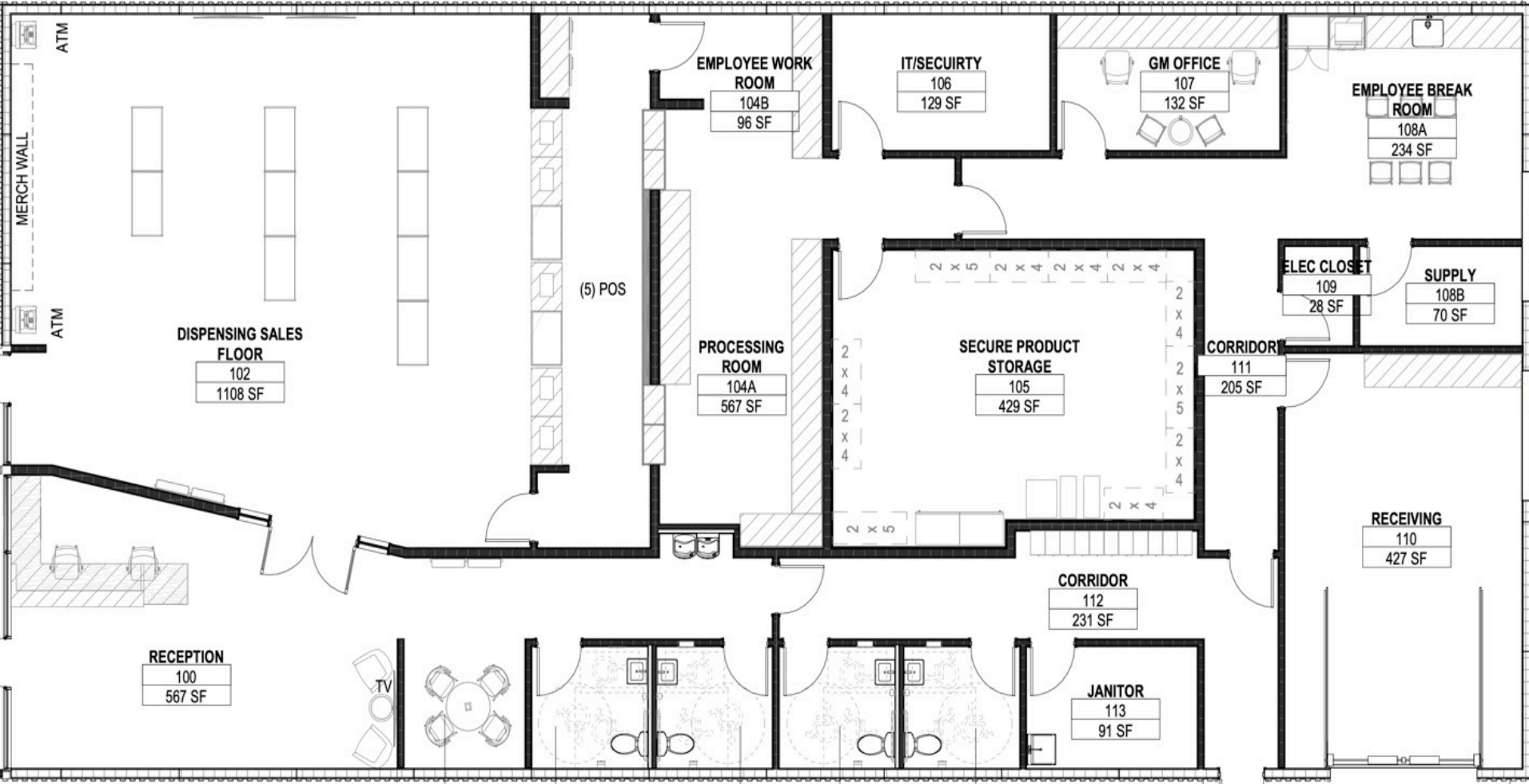
- Newly Renovated - 4,250 sq ft
- Long Term Lease
- 37 Parking Spaces
- First Option to Purchase Property



## 131 Rumford Avenue, Newton

- New Construction Building - 5,000 sq ft
- 25 Exclusive Parking Spaces
- Collective has received its HCA Certification from the Mayor's office
- Collective is seeking a transfer of PharmaCann's Special Permit
- Collective will apply for a new Provisional License with the Cannabis Control Commission
- Estimated date of commencement of operations - May 2024

# 131 Rumford Avenue, Newton Approved Floor Plan



# Collective's Executive Leadership, Partnerships, Consultants & Pathway for Success

Collective Leadership has assembled a team of highly specialized personnel, local partners and industry consultants comprised of Veterans, minorities and business owners with a high level of expertise within government agencies and business sectors.

- David Giannetta- Chief Executive Officer
- Joseph Barrila- Chief Operations Officer
- Justin Smith - Director of Purchasing
- Daniel Barrila - Director of Security & Personnel
- Stacie Giannetta - Director of Marketing
- Lillian Perkins - Director of Inventory
- Michael Geezil - General Manager
- Abigail Gunther - Cannabis Compliance Consultant
- Tim Gunther - Cannabis Compliance Consultant
- Nick Meadows - Cannabis Compliance Consultant

# David Giannetta

## Collective - Chief Executive Officer

David, a Bentley College graduate, earned a Bachelor's of Science in Management. Early in his career, David acquired skills to successfully market and sell real estate for both himself and his clients alike. Building upon his early professional experience, David expanded his entrepreneurial platform to include the development of high-level residential and commercial real estate construction projects from within the Greater Boston area. It is from this solid foundation David was able to develop the Collective portfolio in a highly competitive and complex emerging business sector. David has always been self-employed, never having the ability to rely on others. He truly strives in the most complex and challenging business environments.

David, keenly attuned to newly emerging business opportunities, first entered the cannabis industry in 2018 when the Littleton, MA town officials announced that they were going to end their initial moratorium on licensing retail marijuana sales. David, a long-time Littleton resident, decided that the license would be best awarded to someone who was local. So, after two long years working through the complex permitting process, David and Collective were awarded the first final license for retail marijuana sales in the town of Littleton, MA.

During the same timeframe, David and Collective were also awarded the only final license for retail marijuana sales in Billerica, Massachusetts, as well as host community agreement (HCA) for co-locating a manufacturing operation at the same location as the Littleton retail location. Additionally, David co-owns an HCA for cultivation, processing and manufacturing in the neighboring town of Ayer, Massachusetts.

David expects to continue to serve as the Chief Executive Officer and will directly oversee the daily activity of staff and patrons at Collective's Newton, Ma retail dispensary.





## Joseph Barrila

### Collective - Chief Operating Officer

Joe's foundation for operations has been developing over most of his adult life. He started his career as a roofer and framer in the construction world. He quickly worked his way into a lead role and then owning a construction development company where he has been responsible for the daily operations. In the midst of developing in the construction world he worked in public safety as a first responder for 14 years.

In his 14 years in public safety, he became entrenched in the daily operations of public safety and was able to intimately learn the importance of building a successful team around a strong leader even when faced with life and death decisions. During his time in public safety, he was involved in the negotiation and successful implementation of multiple contracts between different unions and multiple department heads as well as developing successful relationships with town officials.

It was at this time through his tenure as the union president, he was able to increase the level of safety and service brought to the town he worked in by working hand in hand with the Chief of the department and town manager's office. Over his career in public safety he has built a strong core value of always having an understanding of the town's needs and wants and the impact different changes will cause.

Joe entered the cannabis space in 2020 as the Chief Operating Officer at Collective. He entered the space eagerly after being able to closely watch the development and success that Collective had from the ground up. His operational ability in multiple types of organizations will ensure that Collective will be driven to operational success through leading from within the pack and maintaining a strong bond with ownership and the CEO. His deep roots in public safety will be utilized to make sure that every community that Collective is located in is worked with hand in hand to create successful partnership with all town officials and with the best interest of the town and the needs and wants of the people living in the community.



# Lillian Perkins

## Collective - Director of Inventory

As the Director of Inventory and Packaging at Collective, Lily is honored to be a part of a team that provides the highest quality cannabis products to the communities of Billerica, Littleton and beyond.

With an educational and professional background in Business Management, Lily strives to set an excellent example of leadership for both the company and the industry as a whole . This is done by developing a strong foundation of communication and inclusiveness with her staff and peers in the industry. Lily holds herself and others to the highest standards as she believes she has a duty help grow the industry in a positive way.

Lily is extremely passionate about building community by creating spaces that allow people to share their cannabis experiences and educational resources. Lily finds great joy in bringing plants and people together and believes that the best way to break the stigmas around cannabis is to provide safe, quality products an resources accessible to all.

She understands her privilege must be used to raise the voices and stories of those negatively impacted by the unjust war on cannabis. As a woman who identifies as a part of the LGBTQA+ community, Lily believes the importance of inclusion and diversity in cannabis and hopes to lift and inspire others to follow suit.





## Daniel Barrila

### Collective - Director of Security

Prior to joining Collective, Dan served four honorable years in the United States Marine Corps holding a top-secret clearance. After serving our country, Dan joined the Drug Enforcement Administration working in the intelligence group while maintaining top-secret clearance. For the past fifteen years, Dan has worked in Public Safety, currently at the Company Officer level.

Dan joined Collective in 2021 prior to launch with the objective to develop and implement security strategies for our multiple locations to ensure compliance set forth by the Commonwealth of Massachusetts. Through Dan's leadership, the Security Department's day to day operations and personnel have operated at a high level of standard.



**COLLECTIVE**

**PREMIUM CANNABIS**

David Giannetta

Owner, CEO

(781) 953-4452

[davidg@collective-cannabis.com](mailto:davidg@collective-cannabis.com)