

## **PRØHBTD Launches Cannabis Strategy Consultancy Group and Bolsters Senior Leadership with Key Hires | Financial Post**

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LOS ANGELES — PRØHBTD, the leading cannabis lifestyle media and brand platform, announced today a significant expansion of its capabilities with the launch of PRØworks, a strategy consulting group, and the appointments of four senior executives. The consultancy and additions to the senior leadership ranks are PRØHBTD's latest moves to provide best-in-class expertise from the mainstream consumer packaged goods and entertainment worlds to the rapidly expanding, ever-changing cannabis industry.

PRØworks will be led by Craig Binkley, a veteran of Coca-Cola, in a newly created role of President. Frank Carrère is the new Chief Financial Officer at PRØHBTD and the former SVP of corporate development at 21st Century Fox and CFO/COO at interactive game company Fun Technologies. Glenn Frese, is a former senior executive at Sony, Maker Studios and Disney who joins as Vice President of Marketing, and Gary Bryman, a Hollywood media and studio veteran, is the newly appointed Executive Producer of the company's on-demand content division.

"Our company mission is to lead cannabis from the black market to the supermarket," said PRØHBTD CEO Drake Sutton-Shearer. "This requires enterprise-ready capabilities that business leaders can engage with to help them understand the complex and challenging world of Cannabis. We are honored to have these fantastic new folks join us on our journey as we continue to accelerate the mainstreaming of cannabis through audience, content and products."

### **Craig Binkley, President, PRØworks**

Craig Binkley has nearly two decades of experience as a global business and senior marketing executive, with specialization in transformational marketing and growth strategies created and adapted for a wide array of business models.

Before entering the professional services arena, Craig was a successful leader on the brand side for seventeen years at The Coca-Cola Company, where he worked as Vice President of Marketing for Coca-Cola Mexico and as Worldwide Director for Diet Coke & Coca-Cola Light, and the Minute Maid brand of juices and drinks.

His portfolio of global work includes well-known brands and companies such as MillerCoors, ConAgra Foods, Pepsi, Kimberly-Clark, Microsoft, Dell, Accenture, Expedia, Pfizer, Johnson & Johnson, Novartis, sanofi-aventis, Gannett, Vodafone, Arla Foods, Dow Chemical, Alcoa, Cintas, Nationwide Insurance, Safeco, GE, Cox Automotive, the National Football League and many others.

At PRØworks, he will help companies to understand the cannabis consumer, products and market to inform and support their strategic initiatives.

#### **Frank Carrère, Chief Financial Officer**

Frank Carrère is a seasoned entrepreneur and financial executive who has helped both small emerging ventures and large companies scale their businesses. His experience cuts across media, technology, gaming, retail and banking. His global ramp-up of the online game service Fun Technologies contributed to a 20x exit for its investors through a Canadian public listing and eventual sale to Liberty Global. He also co-founded an innovative web services company serving Fortune 500 corporations such as Universal, FOX, Sony, Countrywide, Advanta, Gateway, HP, Nestle and Nissan.

At 21st Century Fox, Frank was responsible for strategy and M&A for the company's international media division during which time he led the acquisition of 36 companies across Latin America, EMEA and Asia Pacific, deploying over \$5 Billion in capital and launching over 15 new international business lines. He also worked closely with senior management to develop the Hulu and NatGeo joint ventures.

Frank also worked in Citibank's corporate development group and as a Principal Consultant at PwC's global strategy and restructuring practice. Some of his key clients included Blockbuster, Harry & David and Nordstrom.

He will lead PRØHBTD's finance team and strategic M&A initiatives.

**Glenn Frese, Vice President, Marketing**

Glenn has overseen digital and traditional marketing, social media, and direct to consumer initiatives with a focus on the intersection of content, technology, and brands for a range of businesses over the course of his career. Glenn began his career at Sony Music, where he took on increasingly senior roles including SVP of Digital Marketing and Business Development at Columbia Records.

Following this, he served as VP & head of marketing of Maker Studios, one of the largest multi-platform networks in the world. There, he worked with some of the largest influencers and social media stars of our time, developing original series' and film campaigns distributed through partners such as Apple, Netflix, YouTube, Dish Network and Verizon. He has worked closely with leading industry partners such as Apple, Facebook, YouTube and Walmart.

At PRØHBTD, Glenn is building digital and physical marketing programs to connect cannabis brands to global audiences. He oversees all aspects of consumer and b2b marketing, inclusive of social media, content marketing, events, strategy, and lead generation.

**Gary Bryman, Executive Producer, Content**

Gary has over twenty years of experience in the development and execution of creative content. He has worked with Disney, Universal, Sony, Paramount, Chrysler, MasterCard, Reebok, Kia, Target, Honda, Western Union, HBO, Showtime, MTV, ABC, NBC, Fox, Myspace, Verizon Go90, Astronauts Wanted, Mitu, New Form Digital, Netflix, Youtube and Facebook. Gary is a former member of the National Board of Directors and the New Media Council for the Producers Guild of America.

As Head of Production for Doug Liman's Hypnotic, (THE OC, THE BOURNE IDENTITY), he produced branded entertainment campaigns and content for The Chrysler Million Dollar Film Festival, The Mastercard Priceless Experience and TERRY TATE: OFFICE LINEBACKER, which premiered during Super Bowl XXXVII. This campaign went on to be awarded a Gold Lion at Cannes.

Gary is currently Executive Producer at PRØHBTD's on-demand production division called RØCKET.

### **About PRØHBTD**

PRØHBTD creates, builds and markets cannabis brands to global audiences.

It's mission is to lead cannabis from the black market to the supermarket.

The company has built a first of its kind cannabis ecosystem that includes a brand creation and product development platform complemented by an original content studio. Additionally, PRØHBTD created the first and largest multi-platform video distribution network in the Cannabis industry reaching an available audience of 100+ million people.

Through the company's in-house creative agency, cannabis brands partner with PRØHBTD for brand and product development, design, market strategy and branded integration within its original content, which is made by a team of award winning creators.

PRØHBTD is recognized as the exclusive global cannabis partner of Advertising Week and Entrepreneur Magazine.

The company is venture backed with \$12 Million in funding and has offices in Los Angeles, New York, Toronto and Vancouver.

Learn more at [www.prohbtd.com](http://www.prohbtd.com) and [www.prohbtdmedia.com](http://www.prohbtdmedia.com).