

# FERNANDO FERNÁNDEZ

86 Scorpions Island St | Henderson, NV 89012 USA | 913-271-9856 | [fernando@omegawt.com](mailto:fernando@omegawt.com)



## SENIOR-LEVEL BUSINESS EXECUTIVE

AGRONOMIC ENGINEERING | ORGANIZATIONAL DEVELOPMENT | CORPORATE STRATEGY

Driven professional with years of diverse achievement in business development, operations management, and executive leadership. Expertise in the field of agronomic engineering demonstrated through experience as the Operations Manager at Loma Vista Nursery, and General Manager of Emerald Farm. Recognized for possessing excellent interpersonal skills, and capable of handling conflict, building effective teams, and championing an organization's mission. Recruits high performing, motivated employees by overseeing all aspects of interviewing, hiring, and training, carrying out disciplinary measures, and rewarding quality work. Record of cooperating effectively with federal, state, and local governmental organizations to understand and enforce regulations.

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### KEY STRENGTHS

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|-------------------------|----------------------------|---------------------------|
| ▪ Business Development  | ▪ Critical Decision Making | ▪ Continuous Improvement  |
| ▪ Operations Management | ▪ Vendor Relationships     | ▪ Recruitment and Hiring  |
| ▪ Corporate Leadership  | ▪ Profit, Revenue Growth   | ▪ Agricultural Management |

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## PROFESIONAL EXPERIENCE

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### **Omega World Trade LLC, Miami, FL** *CEO and President*

1998-Present

- Executive leader for a company that provides consultative services associated with organizational process management, and the development of business strategies that align with the preservation of resources
- Provide agricultural training and technical assistance to strengthen and improve good practices of production, post production, conservation, and recovery of vulnerable species and the environment
- Deliver services for consulting, assistance, and business training to diagnose, restructure, and develop tools that help organizations build effective administrative, logistical, and human resources systems
- Support producers within the agricultural sector and encourage a culture of social responsibility
- Provide specialized technical **cannabis** consulting inspection, regulation, and S.O.P. in general
- Combine, evaluate, and reason with information and data to make decisions and solve problems
- Spearhead vendor relationships, including usage, costs, and quality of work items for consumption
- Maintain tact and diplomacy during difficult situations, and resolve discrepancy with major customers

### **MJardin Group., Las Vegas, NV** *Regional Manager*

2017-Present

- Responsible for the oversight and management of the cultivation operations across the Region
- Responsible for identifying and implementing ways to improve yield and quality while containing costs
- Responsible for the P&L across the grow operations
- Manage the Directors of Operations in the state of Nevada which includes, hiring, training and all aspects of performance management
- Identify and implement ways to decrease capital and operating expenses through design, process, technology, or other improvements
- Troubleshoot plant health issues, identify root cause, and assist with implementation of corrective action and communication with staff
- Analyze facility data to enable future improvements
- Improve the working environment and help to ensure that all production activities are carried out in a safe and effective manner
- Identify training needs regarding cultivation operations
- Oversees improvement of current and development of new SOPs and other training materials
- Direct the Research and Development team, identify ways to improve quality, yield, and decrease microbial contamination
- Participate in facility design reviews and approve

### **Village Nurseries, LLC., Sacramento, CA** *Production Manager*

2017-2017

- Coordinated and monitored production activities to ensure customers received quality plants
- Worked collaboratively with management team to prepare and discuss the annual budget
- Improve quality control and safety programs in compliance with OSHA regulations
- Supervise watering, fertilization, light optimization, pest spray, temperature, and growth regulation
- Manage the recruitment of qualified candidates, including their selection, training, and supervision
- Managing the operation within budget for labor and production materials
- Managing Labor Planning Program and establishing work benchmarks and efficiencies for all key work areas

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47 N Circle Dr. Apt. N11 | Colorado Spring, CO 80909 USA | 913-271-9856 | [fernando@omegawt.com](mailto:fernando@omegawt.com)

## **Loma Vista Nursery, Inc., Ottawa, KS** *Operations Manager*

2014-2016

- Identify ways of maximizing revenue and work with financial controller to develop budget strategies
- Supervise watering, fertilization, light optimization, pest spray, temperature, and growth regulation
- Successfully champion vendor relations to reduce costs and improve the quality of work items
- Introduce innovative quality control and safety programs in compliance with OSHA regulations
- Define teams, including planting, growers, shipping, customer service, purchasing, and maintenance
- Manage the recruitment of qualified candidates, including their selection, training, and supervision

## **Emerald Farm, Soufriere, Saint Lucia, West Indies (UK)** *Farm General Manager*

2013-2014

- Streamlined operational efficiency, logistics, production management, and warehouse management
- Implemented programs that significantly reduced costs, including payback measurement initiatives
- Collaborated with the president and executive members on the development of business strategies
- Enforced strict compliance with laws and regulations issued by local regulatory agencies
- Continually developed new production methods, and introduced Lean Manufacturing concepts

## **Nature's Way Nursery, Inc., Miami, FL** *Manager, Head Grower*

2011-2012

- Supervised full scope of fertilization, propagation, cultivation, and transplant of various plant materials
- Examined horticultural materials to determine the presence of plant diseases and pests
- Managed and oversaw the preparation of soil mixtures and maintenance of horticulture equipment
- Examined products purchased for resale to evaluate the condition and quality of each product or item
- Investigated consumer demand and determined what goods should be sold based on sales history
- Coordinated and monitored production activities in order to ensure customers received satisfactory service
- Worked collaboratively with the corporate management team to prepare and discuss the annual budget
- Established and implemented policies and operating procedures with suppliers to streamline efficiency

## **Marco Farm, Miami, FL** *Business Partner*

1999-2002

- Participate in and nurture broad networks of alliances with other companies to exchange knowledge and information about our industry improvements
- Engaged with leadership to develop procedures that increase sales, expand markets, and promote business
- Interviewed, hired, and trained employees, delegated work, and appraised their performance
- Conducted analysis, and evaluated the risks and benefits associated with business opportunities
- Supervised and tracked customer orders, back orders, refunds, and accounts receivable
- Managed conflicts, established priorities, coached teams, and championed Marco Farm's vision

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## EDUCATION

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### Bachelor of Science Degree

**"Agronomic Engineer" University of Camagüey, Cuba**

### MBA Executive

Kellogg School of Management at Northwestern University

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## TRAINING AND LICENSES

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"Pesticide License" Dep. Of Agriculture Kansas	2015
"Safety use and care of pesticides "University of Florida	2012
"Integrated Pest Management" University of Florida	2012
"Pesticide License" University of Florida	2011
"Green Industries Best Management Practices" University of Florida	2010
"MBA Executive" Kellogg School of Management - Northwestern University. Chicago, IL	2009
"CDL Class A" Florida Department of Motor Vehicles	2007
Influence Skills Course	2006
The Learning Tree University Consortium, Atlanta, Chicago, New York	2005
"Getting Results without Direct Authority"	2005
"Critical Thinking and Creative Problem Solving"	2005
"Time Management Essential"	
"Results through Collaboration"	