

Ignite International Announces Jim McCormick as New Company President



The world's first super-premium cannabis lifestyle brand hires consumer products veteran, who joins the company with extensive global cannabis and tobacco sector leadership experience

LOS ANGELES ? February 15, 2019 /[Canna Newswire](#)/ ?]Ignite International, Ltd. today announced the appointment of Jim McCormick as President reporting to Dan Bilzerian.

Mr. McCormick joins the company as a highly experienced global consumer goods executive with a deep understanding of brand and trade marketing, operations and supply chain, finance and scaling a business internationally. Mr. McCormick has operated extensively in regulated markets and built strong brands in these environments. At Ignite, Mr. McCormick will oversee all aspects of the company, reporting to Founder and Chairman Dan Bilzerian.

Previously, Mr. McCormick was the COO and CFO for KushCo Holdings Inc., the leading provider of ancillary products and services to the US and Canadian cannabis sector. Mr. McCormick spent the majority of his career with British American Tobacco (BAT) where he spent 16 years in senior management roles including 14 years overseas living in 7 different countries. During his tenure with BAT he successfully led market entry initiatives, driving global brand expansion and optimizing international supply chain operations.

Mr. McCormick stated "I am thrilled to help lead Ignite and have the opportunity to work with Dan Bilzerian to fulfill the Company's vision of developing a truly global premium lifestyle brand. Dan's fundamental belief in doing things the right way, with our consumers in mind, made it an easy choice for me to join Ignite. I look forward to leveraging my experience to help build this great brand and capitalize on its early success."

Said Dan Bilzerian, "As you know, I've committed to executing everything about Ignite at the highest level possible to build the company into a world-renowned cannabis brand. When the opportunity presented itself to add an executive of Jim's caliber and global experience to lead our management team, I did whatever it took to make it happen. Jim's global experience operating in highly regulated markets including the US cannabis industry made him a great fit for Ignite."

About Ignite International, Ltd.

Founded by Dan Bilzerian, based in Los Angeles, and spanning a wide variety of cannabis and CBD products, Ignite wants to change what users, and society, think about cannabis and CBD. The company delivers customers superior strains of cannabis and the purest CBD products possible. Ignite has built the world's first super-premium cannabis lifestyle brand, currently for sale in dispensaries across California with the company's CBD products sold nationally online. From packaging and branding, to what's inside, Ignite delivers at the highest caliber of levels never before seen in this new industry and builds on the foundation that trust and quality truly matter. For more information on Ignite's complete line of products, visit [Ignite.co](#).

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