

matters.group Unveils Rebrand At Cannabis World Congress & Business Expo



Newly Appointed Chief Brand Officer David Paleschuck Debuts 'Branding Bud: The Commercialization of Cannabis' at Trade Show

LOS ANGELES ? May 28, 2019 /[Canna Newswire](#)/ ?] On the heels of a complete rebrand, the [matters.group](#), an insights-driven marketing firm, is making its official debut at the Cannabis World Congress & Business Exposition (CWCBEexpo) at Javits Convention Center in New York City May 29-June 1, 2019. Show attendees will be amongst the first to learn about company news and its unique approach to providing marketers with tools and research to execute innovative growth solutions and product development strategies.

While at the show, the company will announce the appointment of [David Paleschuck](#) as Chief Brand Officer, who is making his first appearance at the show on behalf of the brand. In this role, Paleschuck will leverage nearly two decades of consumer brand experience at companies such as American Express Co., Mastercard Inc., PepsiCo Inc. and Microsoft Corp. as well as significant cannabis experience to lead efforts on client brand development initiatives, creative direction and content creation and brand partnerships at the firm.

'We're thrilled to introduce David as our first Chief Brand Officer, as he will serve as an excellent addition to our leadership team,' said Eric Layland, Founder & Principal at matters.group. 'David's appointment comes at a critical time for us, as the cannabis industry is growing exponentially and we position ourselves as an invaluable component to high-growth brands and their ability to target key audiences. His well-rounded background in the field as a thought-leader will serve both our firm and our clients well.' Leveraging more than 20 years experience in the industry, matters.group will be a major asset to CWCBEexpo attendees by serving as a conduit of the well-established cannabis community of the West Coast and the growing opportunities in the East, through brief one-on-one consultations. Additionally, Paleschuck will unveil his new book, 'Branding Bud: The Commercialization of Cannabis,' a first-of-its-kind book to explore and critically review new legal cannabis brands. Using the quantitative insights collected from examining today's emerging brands, their creative assets and the strategies behind them, the book touches upon the political and legal history of cannabis; consumer segments and means of consumption; and how that has informed the legal cannabis brand landscape developing today.

'Today, the cannabis industry is fragmented by states and their varying regulations, not to mention by consumers and their regional preferences. Discovering more about the real cannabis consumer and the brands that serve them was the inspiration for writing this book,' said Paleschuck. 'Providing a critical review of cannabis form-factors and product offerings gives marketers and brands a high-level overview of what is on the market and trending for growth and innovation. This is why it makes perfect sense to debut the book at the CWCBEexpo. I look forward to meeting current players in the industry and those considering entering it at the show to discuss new ideas and collaborate on potential new projects.'

matters.group is displaying at the CWCBEexpo at booth #576. A limited edition, autographed, soft cover version of 'Branding Bud: The Commercialization of Cannabis' will be available at the matters.booth for purchase for \$35. To learn more or to purchase, visit the book's website www.brandingbud.com. To learn more about matters., visit the company website at <https://thematters.group>.

About matters.group

The matters.group is an insight-driven marketing firm serving the cannabis industry with the tools and research to execute innovative growth solutions and product development strategies, based on trust, professional integrity, over 20 years of industry experience and tangible consultative approach. Company capabilities include proprietary research and insights, brand development and go-to-market plans, and digital campaign management. For more information, please visit <https://thematters.group>.

CNW

Media Contact:

Kendra Cole

Novel Agency

kendra@thenovelagency.com

+1 312-953-0768