



# Marcelo De Vita Grecco

CONSULTANT & MENTOR • CANNABIS MARKET

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## BIO

27/01/1972  
Brazilian  
Santo André SP, Brasil

## COMPETENCIES

- Speaker
- Article Writer
- Startup Builder
- International Business
- Mentor & Consultant

## PROFILE

Digital Marketing, New Business, and Sales professional currently playing a crucial role in the co-creation and leadership of **The Green Hub**, the leading HUB dedicated to research, education, and connection within the medicinal and industrial cannabis ecosystem in Latin America.

Demonstrates strong skills in digital marketing, sales, project management, and planning, **with fluency in English and Spanish.** Proficient in Digital Transformation, Systemic Vision, Resilience, Cost Orientation, Results Focus, Agility in Decision-Making, Negotiation, Emotional Intelligence, Creativity, People Management, Critical Thinking, and 7 years of international experience in Boston, USA.



## TIMELINE EDUCATION/CAREER

Global Cannabis Awards  
Canna Portugal  
2023

1987-1990

2007

2009

2010

2011

2012

2015

2016

2017

2024

## EDUCATION

High School | High School  
**Newton North High School**

1987 • 1990

Marketing  
**Digital Maketing Nanodegree**  
**Udacity**

2017

## CAREER

Sales Manager  
**Leggett & Platt**

2007 • 2009

Sales Manager  
**Legas**

2009 • 2010

New Business  
Oportunities  
**Signmaker**

2011 • 2012

Commercial  
Director  
**RTC Industries**

2012 • 2015

Sales &  
Marketing  
Director  
**Top Supply**

2015 • 2016

New  
Business  
Development  
Director  
**Agência  
Canopy**

2016 • 2017

Co-founder & Business Development  
**The Green Hub**

2017 • Present Day

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[marcelogrecco.com](http://marcelogrecco.com)

Marcelo Grecco

CONSULTING & MENTORSHIP  
CULTIVATING A GREENER FUTURE

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