

Justin Caetano

Territory Manager | Cannabis Sales & Retail Operations

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SUMMARY

Cannabis Territory Manager who grew total distribution points 170% across a 232-account GTA territory in his first three months. Brings nearly three years of licensed cannabis store management, with first-hand knowledge of how retail buyers make listing, shelf and staffing decisions. Skilled in territory planning, account development, retailer education, brand activations and CRM reporting, with a clean compliance record in a regulated market.

EXPERIENCE

Territory Manager • Laniakea Brands (Space Race Cannabis)

Mar 2026 – Present

Greater Toronto Area • Hired as Brand Ambassador and promoted to Territory Manager

- Grew total distribution points 170% across the territory in the first three months (March–June 2026).
- Manage a territory of 232 licensed cannabis retail accounts across the GTA, prioritizing visits by account potential and sales opportunity.
- Build relationships with store owners, buyers, managers and budtenders to expand SKU listings, product adoption and account retention.
- Plan and run in-store pop-ups, product education sessions, merchandising and promotional campaigns.
- Track account performance and sell-through in Salesforce and Odoo CRM to find listing gaps and target follow-up.
- Gather competitive intelligence on market visits, identify prospective retail partners, and work with management on territory expansion.

Retail Store Manager • Spiritleaf, Brampton, ON

Jun 2023 – Mar 2026

- Directed daily operations of a high-volume licensed cannabis store, including product procurement through the OCS wholesale portal, staff training, scheduling and payroll (Dayforce).
- Achieved a 100% pass rate on AGCO and corporate compliance audits.
- Used sales data and KPIs to set stock and staffing levels and to run staff performance reviews.
- Led full-cycle recruitment, from screening and interviews to hiring decisions.
- Worked with regional leadership and product suppliers to align store execution with corporate and brand initiatives.
- Built a system for filing product QA claims that reduced cycle time and streamlined inventory processes.

Keyholder / Supervisor • Spiritleaf, Brampton, ON

Oct 2022 – Jun 2023

- Managed cash handling, till balancing and reporting for a store processing over \$65K in weekly sales.
- Ran weekly inventory counts to minimize loss and validate sales data; received and restocked weekly OCS shipments.

EDUCATION & CERTIFICATIONS

B.A., Psychology • University of Guelph

2021

CannSell certification (Ontario) • Valid Class G driver's licence with personal vehicle

SKILLS

Sales: Territory planning, account development, distribution and SKU growth, retailer education, brand activations and pop-ups, visual merchandising, competitive analysis

Tools: Salesforce, Odoo, Microsoft Excel, OCS wholesale portal, Dayforce

Operations: Regulatory compliance (AGCO), inventory control, recruitment and team leadership, KPI reporting