



Faye Coleman
CEO
Pure Genesis, LLC

With multifaceted experiences stemming from operations management to emerging business strategy, Ms. Coleman is a passionate leader who thrives in challenging situations, including complex negotiations, international business and acquisitions, process optimization, and workforce development.

Ms. Coleman has extensive knowledge of company culture and employee engagement. Her expertise includes program implementations in key corporate areas such as global diversity and inclusion, progressive succession planning, and talent management strategies designed to build “employer of choice” organizations.

Before launching Pure Genesis (PG), LLC, Ms. Coleman began her agile career successfully serving in diverse leadership positions with Kraft General Foods, Campbell Soup, and Vlasic Foods International. Next, Ms. Coleman successfully transitioned into retail leadership with the Home Depot, Target, and CVS Pharmacy where she led significant market teams to drive business excellence as it relates to sales, supply-chain optimization, customer service, pharmacy operations as well as Brand standards, while leading with a team first mentality. Today Ms. Coleman is a multi-state operator, educator, and consultant within the cannabis industry with an extensive list of community first business initiatives that PG is excited to move forward.

A native of Pittsburgh, Pennsylvania, Ms. Coleman was the first African American female to graduate from the school of Industrial Engineering from West Virginia University. She earned her Masters of Business Administration from Saint Joseph's University and Executive Education certifications in supply chain management and product development from The Harvard Business School.

For Ms. Coleman, service is a focus in all she does. She has served as a Board of Trustee for Lourdes Medical System and as an Advisory Board member for Saint Joseph's University Executive MBA program. Today, Ms. Coleman continues to direct her efforts towards service as a board member for the African American Chamber of Commerce for New Jersey, as a member of the Governor's council for adult use legalization and as a board member for the New Jersey Hemp Policy Committee. Ms. Coleman also supports her alma mater, West Virginia University by mentoring students and sharing her professional life experience through campus focused speaking engagements in hopes that by sharing her story she will encourage those aspiring young leaders to excel in their career paths.

An innate desire to stay connected, influence, and mentor within her local community, Ms. Coleman has had the opportunity to do so through several organizations such as: The NAACP, The Network of Executive Women, Alpha Kappa Alpha Sorority Incorporated, The National Black MBA Association, Women Grow, Minorities for Medical Marijuana as well as, NORML, Jack & Jill of America, Inc. and The Girl Friends Inc.

Today, Ms. Coleman resides in Cherry Hill, New Jersey where she has raised Jordan and Jade, two wonderful children both now attending college.