

Fluent CEO Resignation Reflects Strategic Move

Robert Beasley to Resign as CEO and Board Director of FLUENT Corp

Leadership transition marks a pivotal moment for the national cannabis brand

TAMPA, Fla.— FLUENT Corp., a prominent player in the U.S. cannabis market, announced today that Robert Beasley will resign from his roles as Chief Executive Officer and member of the Board of Directors, effective August 8, 2025. The decision was reached through a mutual agreement between Beasley and the company's leadership, with both parties concluding that a change in leadership is in the best interest of FLUENT's long-term goals and evolving strategy.

Board of Directors Expresses Gratitude for Beasley's Contributions

William Smith, Executive Chair of the Board of Directors, commended Beasley's tenure and his instrumental role in driving organizational transformation.

Smith emphasized that Beasley's guidance helped position FLUENT for sustainable success, navigating market fluctuations, regulatory hurdles, and expanding national operations in an increasingly competitive industry.

Beasley Reflects on Tenure and Decision to Step Down

Robert Beasley also released a personal statement regarding his departure, emphasizing that the move was not taken lightly.

Beasley's departure comes after years of steady executive leadership during a crucial time in the evolution of Florida's and the broader U.S. cannabis landscape.

He is credited with steering the company through challenges in regulatory compliance, multi-state expansion, and commercial scaling, all while maintaining FLUENT's reputation as a trusted, high-quality cannabis brand.

David Vautrin Appointed as Interim CEO Effective August 8

Former Chief Commercial Officer to guide company during transition period

FLUENT also announced that David Vautrin, previously Chief Commercial Officer, will take over as interim CEO beginning August 8. Vautrin brings deep industry knowledge and operational experience to the interim role, having been responsible for strategic partnerships, product development, and revenue growth over the past two years.

While the company has not yet named a permanent replacement, the search for a new CEO is already underway. According to company sources, the next leader will be selected based on their ability to scale operations, diversify product offerings, and continue expanding into new regional markets.

Company Signals Confidence Amid Transition

FLUENT's board emphasized that this leadership shift does not indicate any disruption in business continuity or core operations. Instead, it is seen as a strategic inflection point as the company looks to capitalize on new market opportunities, evolve its consumer engagement strategies, and stay ahead of regulatory developments at the state and federal levels.

With Beasley's departure, the company signals that it is entering a new phase of leadership agility—one that will likely focus on innovation, brand differentiation, and operational efficiency.

Beasley's Tenure Included Expansion, Market Positioning, and Strategic Growth

Former CEO helped FLUENT expand its national footprint and navigate complex regulatory terrain

During Beasley's tenure, FLUENT:

- Opened new retail locations in key Florida markets
- Expanded into additional U.S. states through licensing and partnerships
- Invested in product development, including concentrates, edibles, and high-potency flower lines
- Implemented supply chain improvements to reduce costs and increase quality control
- Enhanced internal compliance and safety protocols in anticipation of changing federal regulations

These moves helped FLUENT solidify its position as one of the most recognized vertically integrated cannabis companies in the southeastern United States.

Industry Analysts Weigh In on Leadership Shake-Up

Industry experts note that CEO transitions are increasingly common in the cannabis sector, especially as companies move from early-stage growth to more complex, regulated operational models.

Cardell added that Beasley's resignation appears well-managed and signals a mature, forward-looking corporate culture.

Next CEO Will Be Tasked With Navigating a Changing Cannabis Landscape

FLUENT's next CEO will inherit a company that is well-positioned, yet operating within an industry that is volatile, fragmented, and politically sensitive.

Key challenges and opportunities the new leader will face include:

- Federal cannabis rescheduling and its implications for banking, taxation, and cross-state commerce
- Supply chain resilience, particularly in cultivation and manufacturing

- Retail experience enhancement through technology, e-commerce, and branding
- Continued compliance with evolving state-level licensing and advertising regulations
- M&A potential, with FLUENT possibly looking at acquisitions or partnerships to strengthen its presence across the East Coast and Midwest

Stakeholders Reassured as FLUENT Commits to Transparent Transition

In a final note, FLUENT reiterated that stakeholders can expect no disruption in day-to-day operations and that all business segments will remain fully functional during the leadership change.

The company also plans to host an investor update in the coming weeks to further clarify its strategic goals and provide updates on the CEO search process.

A Thoughtful Transition Marks the Next Chapter for FLUENT

Robert Beasley's resignation marks a respectful and considered leadership handoff at FLUENT Corp. As the company turns the page on one era, it does so with a clear vision for the future fueled by operational experience, industry reputation, and a strategic commitment to innovation and growth.

As the cannabis market continues to evolve, so too must its leaders. And FLUENT appears ready for that evolution.

Email: info@cannabisriskmanager.com | Phone: +415-226-4060

© Copyright 2025 Cannabis Risk Manager. All Rights Reserved