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Former FLUENT CEO Joins Chicago Atlantic in Senior Role

Former FLUENT CEO Joins Chicago Atlantic as Partner, Head of Restructuring

Chicago Atlantic, a leading investment firm in the cannabis and healthcare sectors, announced today the appointment of Robert Beasley, former CEO of FLUENT Cannabis, as its new partner and head of restructuring. The move marks a significant leadership addition as the firm continues to expand its portfolio and strengthen its operational oversight.

A Veteran of Law, Policy, and Cannabis Operations

Beasley, who resigned from his role as CEO of FLUENT Cannabis earlier this month, brings more than two decades of experience spanning law, regulatory affairs, and executive management. A Florida native, he co-founded the law firm Litvak, Beasley, Wilson & Ball in 2001, where he specialized in commercial and regulatory law. Over the years, he became a prominent figure in shaping policy for highly regulated industries, particularly cannabis.

His influence in Florida's cannabis industry dates back to the early days of medical marijuana reform. Beasley played an active role in the implementation of the Compassionate Medical Cannabis Act and contributed to the legislative process surrounding the 2016 passage of Amendment 2, which expanded medical cannabis access in the state. He later served on the board of one of Florida's pioneering licensed cannabis operators, as well as the board of a physician group that provided medical cannabis recommendations to patients.

Executive Tenure at FLUENT Cannabis

From 2020 until his resignation in 2025, Beasley led FLUENT Cannabis, a vertically integrated multistate operator with a strong presence in Florida and emerging operations in New York. During his leadership, the company expanded its retail footprint, optimized cultivation facilities, and strengthened its position in Florida's competitive cannabis market. Beasley also spearheaded FLUENT's entry into New York, aligning the company with one of the nation's fastest-growing cannabis markets.

His tenure is credited with improving operational efficiency while advancing patient access and navigating the evolving regulatory landscape.

New Role at Chicago Atlantic

At Chicago Atlantic, Beasley will serve as partner and head of restructuring, where he will work closely with the firm's investment and leadership teams. His focus will be on guiding portfolio companies through transitions, enhancing performance, and ensuring long-term growth across sectors marked by regulatory complexity.

"I am excited to join the Chicago Atlantic team with whom I have worked with to great success while in the cannabis space," Beasley said in the firm's announcement. "Their team is extremely proficient and approach business relationships with the high level of integrity that aligns with my own personal values."

Tony Cappell, partner at Chicago Atlantic, praised Beasley's appointment, emphasizing his unique blend of legal, operational, and regulatory expertise. "He brings a unique combination of legal, operational and regulatory expertise and will partner with our investment and leadership teams to guide businesses through transition, enhance performance and unlock long-term growth opportunities," Cappell said.

Strengthening Chicago Atlantic's Portfolio Strategy

Chicago Atlantic has established itself as a key player in cannabis financing and investment, supporting companies across the sector with capital and strategic guidance. The addition of Beasley reflects the firm's broader strategy of pairing financial backing with seasoned operational leadership to drive value creation.

By appointing Beasley to oversee restructuring, Chicago Atlantic signals its commitment to strengthening portfolio companies facing challenges in a rapidly evolving industry. His track record of policy engagement, legal acumen, and hands-on operational leadership is expected to provide a stabilizing force for businesses navigating complex transitions.

As the cannabis sector matures and undergoes waves of consolidation, Beasley's experience at the intersection of regulation, law, and business will likely prove invaluable in positioning Chicago Atlantic and its portfolio for long-term success.

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