BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

# Wilson Kello joins HempStreet's advisory board

13 August 2021 | News

**Kello believes in creating powerful narratives through learned experiences and story-telling techniques**



HempStreet, India's first and largest research to retail venture in the medicinal cannabis space, announced that Wilson Kello, an internationally acclaimed creative polymath, has joined their advisory board.

With a career of over two decades, Kello has launched a range of durable goods and CPGs. In his past role at Collective Growth Corporation, which was a SPAC founded by legal cannabis pioneers Bruce Linton and Geoff Whaling, he was responsible for marketing, business development and content creation. Previously, he advised the top management at Canopy Growth Corporation on brand direction.

A graduate in English literature and Art History from Swarthmore College, Kello believes in creating powerful narratives through learned experiences and other story-telling techniques that resonate with consumers and businesses. He believes in creating and sustaining unique brand identities built on effective messaging to the relevant audiences.