**James Yi**

**Founder, CEO**

James Yi founded Leaf Trade in 2016 after seeing firsthand the inefficiencies in the cannabis supply chain. He currently leads strategic direction and execution across the company to ensure Leaf Trade delivers innovation, value, and happiness to all its stakeholders.

In this nascent industry, Yi stands apart as someone with both keen industry understanding and proven technology experience. He previously co-founded NextME, a B2B software provider across multiple industries including restaurants and healthcare, and served as a cannabis industry consultant.

When he’s not battling inefficiencies in the cannabis supply chain, Yi enjoys battling dinosaurs vs Spiderman with his son, as well as reading, swimming, playing piano, and camping.