

June 30, 2025



Greenlane Bolsters Global Sales Effort with Appointment of Mike Hinson as Executive Vice President of Sales

Hinson brings a proven track record of driving growth and innovation in sales organizations

BOCA RATON, FL / [ACCESS Newswire](#) / June 30, 2025 /Greenlane Holdings, Inc. ("Greenlane" or the "Company") (Nasdaq:GNLN), one of the premier global sellers of premium cannabis accessories, child-resistant packaging, and specialty vaporization products, today announced the appointment of Mike Hinson as the Company's Executive Vice President of Sales. Hinson will be responsible for revenue optimization, sales strategies, business development and emerging growth opportunities. Hinson brings more than two decades of experience leading high-performing sales teams and driving substantial revenue growth for top-tier companies.



Mike Hinson, Executive Vice President of Sales, Greenlane

Prior to Greenlane, Hinson served as Senior Vice President of Sales at Besmartee, a digital mortgage platform designed to streamline and automate the loan process in the mortgage industry. While at Besmartee, Hinson was responsible for developing and executing the company's sales strategy, managing a team of regional sales managers and account executives, and identifying new business opportunities to drive revenue growth. He has also held leadership roles at AudienceView, RealPage, Inc., and Paciolan, where he demonstrated his ability to build and manage high-performing sales teams, implement effective sales strategies, and forge strong relationships with key industry players.

Hinson holds a Bachelor of Business Administration degree from James Madison University.

"We are excited to welcome Mike as our new Executive Vice-President of Sales," said Barbara Sher, Chief Executive Officer for Greenlane. "Through his experience in creating, developing, and supporting high-performance sales organizations, Mike will collaborate with our teams to enhance sales and marketing initiatives throughout the entire organization. He is well suited to excel in expanding our branded product lines, enhancing our sales strategies and maximizing our revenue opportunities as we expand our product footprint in the cannabis and wellness industry."

Commenting on his appointment, Hinson said, "I look forward to working closely with our sales, marketing and distribution teams in support of our partners and customers. I am determined that we will have a laser sharp focus on our product and sales goals and will employ best practices to organize our teams to maximize efficiency and productivity. I have a track record of exceeding expectations for my own personal sales efforts and for the teams I have led, and I look forward to bringing that expertise to help Greenlane exceed its goals."

About Greenlane Holdings, Inc.

Founded in 2005, Greenlane is a premier global platform for the development and distribution of premium smoking accessories, vape devices, and lifestyle products to thousands of producers, processors, specialty retailers, smoke shops, convenience stores, and retail consumers. We operate as a powerful family of brands, third-party brand accelerator, and an omnichannel distribution platform.

We proudly offer our own diverse brand portfolio and our exclusively licensed Marley Natural and K.Haring branded products. We also offer a carefully curated set of third-party products through our direct sales channels and our proprietary, owned and operated e-commerce platforms which include [Vapor.com](https://vapor.com), [PuffitUp.com](https://puffitup.com), [HigherStandards.com](https://higherstandards.com), [Wholesale.Greenlane.com](https://wholesale.greenlane.com) and [MarleyNaturalShop.com](https://marleynaturalshop.com).

For additional information, please visit: <https://investor.gnln.com>. For additional information, please visit: <https://gnln.com/>.

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Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 concerning Greenlane and other matters. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements. In some cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "targets," "projects," "contemplates," "believes," "estimates," "predicts," "potential" or "continue" or the negative of these terms or other similar expressions. The forward-looking statements in this press release are only predictions. Greenlane has based these forward-looking statements largely on its current expectations and projections about future events and financial trends that it believes may affect its business, financial condition and results of operations. Forward-looking statements involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or

achievements expressed or implied by the forward-looking statements. You should carefully consider the risks and uncertainties that affect our business, including those described in our filings with the Securities and Exchange Commission ("SEC"), including under the caption "Risk Factors" in Greenlane's Annual Report on Form 10-K filed for the year ended December 31, 2023 and the Company's other filings with the SEC, which can be obtained on the SEC website at www.sec.gov. These forward-looking statements speak only as of the date of this communication. Except as required by applicable law, we do not plan to publicly update or revise any forward-looking statements, whether as a result of any new information, future events or otherwise. You are advised, however, to consult any further disclosures we make on related subjects in our public announcements and filings with the SEC.

SOURCE: Greenlane Holdings, Inc.

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