

Nich Wilson | KND Labs



I have always believed that successful businesses are built by strong teams, not individuals. At KND Labs, our growth has been driven by a highly talented group across our sales, formulation, and manufacturing teams, all aligned around a commitment to quality, service, and continuous improvement. That team-first approach has been foundational to how we operate and is something I've come to appreciate even more through our involvement with NASC.

From early on, it was clear to our entire team at KND Labs that being actively engaged in the animal health and pet supplement industry and with NASC was essential. Through that involvement, we've seen firsthand how valuable this organization is - not only in setting meaningful standards, but in building lasting relationships across manufacturers, brands, and stakeholders. Organizations like NASC are rare, and continued collaboration, strong manufacturing practices, and active member participation are critical to the long-term success of the industry.

Professionally, I have had the opportunity to guide KND Labs from the early stages of CBD extraction into a diversified, best-in-class manufacturing platform. Today, we operate across both ingredient manufacturing and full-service co-manufacturing, supporting brands of all sizes with scalable, compliant, and high-quality solutions. A key focus for us has been making top-tier manufacturing accessible to emerging brands while continuing to support more established partners.

KND Labs has been honored as NASC Supplier of the Year for two consecutive years (2022 and 2023), and we do not take that recognition lightly. To us, it represents the trust the NASC community has placed in our team and reinforces our responsibility to uphold the highest standards in everything we do.

In parallel, I have been actively involved in regulatory matters at both the state and federal level, including engagement in Washington, D.C. on hemp-related policy and broader initiatives impacting our industry. I believe thoughtful, informed participation in these discussions is essential as our industry continues to evolve.

Why I would like to serve on the NASC Board of Directors:

I am seeking a position on the NASC Board of Directors to contribute my experience, perspective, and commitment to this industry. My goal is to support NASC in continuing to elevate standards, strengthen its voice, and ensure it remains a leading organization for decades to come.