

CANNABIS INDUSTRY SALARY GUIDE



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Intro from Liesl Bernard



Welcome to our highly anticipated 6th annual Cannabis Salary Guide! As a leading executive search and placement firm within the global cannabis industry, we're proud to have established partnerships with over a thousand companies. Since our inception in 2016, we've successfully placed over 3,500 exceptional candidates in crucial roles worldwide, contributing significantly to the advancement of the cannabis sector.

The year 2023 presented unforeseen challenges, including economic uncertainties that prompted adjustments in workforce strategies. However, as we step into 2024, the outlook is promising, with indications of a revitalized wave of hiring and investment both locally and internationally.

At the heart of the cannabis industry lies its people, the industry's "human capital," with a strong emphasis on seasoned professionals who bring invaluable expertise and skills. Despite the hurdles of 2023, our research indicates that salaries within the cannabis sector have not only remained robust but have also surpassed those of other industries. This resilience underscores the industry's durability and ongoing expansion.

Looking ahead, a significant number of our client companies are preparing to expand their teams across various departments in 2024. This enthusiasm is further fueled by the upcoming votes in four additional U.S. states on adult-use cannabis legalization, promising further opportunities for job growth.

Additionally, we recognize the role of cannabis within the emerging wellness market. As an extension of our efforts, we aim to assist more clients who are active in the wellness space later this year.

It's a privilege to collaborate with a diverse range of dedicated companies and talented individuals worldwide. Today, more than ever, we're committed to bridging the gap between exceptional talent and companies eager to build outstanding teams.

Reach out to me at liesl@cannabizteam.com to set up a time for us to chat about how "human capital" can take your company to the next level.

Here's to a year brimming with growth, opportunities, and success in the cannabis industry - let's make 2024 truly remarkable!

Kind regards,

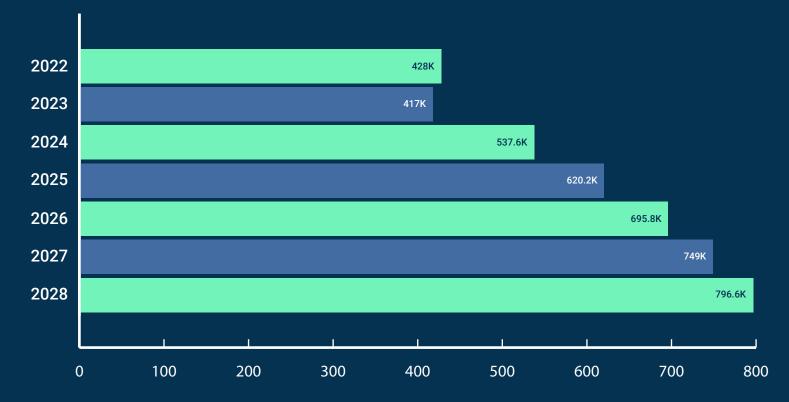
Liesl Bernard Founder & CEO of CannabizTeam



CannabizTeam founder and CEO Liesl Bernard brings more than 20 years of experience in global executive search and staffing to the cannabis space. Founded in 2016, CannabizTeam works with hundreds of cannabis companies across all aspects of the industry, placing more than 1,000 people per year across North America and Europe.

Projected Cannabis Jobs 2024-2028

The cannabis industry is projected to reach close to 800K jobs by 2028.



*2024-2028 are estimated number of jobs

Most Popular Positions in Cannabis

Direct Hire Positions Fractional Executives Temp Jobs **Cultivation Technician CFO Dispensary General Manager Extraction Technician Director of Cultivation Director of Marketing Director of Production and** Trim/Harvest Technician **VP of Compliance** Manufacturing **Packaging Technician Restructuring Consultant Territory Sales Kitchen Technician** VP of Retail Representative **VP of Retail Production Technician** Controller **Inventory Associate**

Talent from Other Industries

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In recent years, CannabizTeam has seen a remarkable surge in talent joining from a wide range of industries and organizations. The sectors and specific companies driving this trend, and providing substantial talent to the cannabis industry include the following:



Food & Beverage: Heineken, Nestlé, Constellation Brands, Kraft, Gallo



Pharmaceutical: Bayer, Roche, Merck, Pfizer, Amgen



Agriculture: Cargill, Bunge, Driscolls, BASF, Monsanto, Syngenta



Wellness/CPG: Lifeway, Thorne, Garden of Life, GNC, Usana, Ritual



Retail: Nordstrom, Kroger, Walmart, Aldi, Amazon

2024 Cannabis Industry Trends & Predictions

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Move to Hybrid Staffing

Hybrid staffing is a strategic approach gaining traction in the industry to address its dynamic demands. By blending the advantages of in-house employees handling core functions like compliance and product development with external specialists for roles such as legal counsel, marketing, and IT, companies gain flexibility and cost-effectiveness.

Cannabis employers are realizing that part-time executives are the answer to growth and sustainable success in the cannabis market.

Fractional executives, part-time senior-level professionals offering expertise, complement this staffing strategy, providing specialized leadership and experience as needed. This integrated approach allows cannabis companies to leverage a hybrid workforce that optimizes efficiency, fosters innovation, and sustains competitiveness in this rapidly evolving sector.

Culture Fit Specific to Cannabis

Most cannabis companies remain in startup mode, navigating the evolving landscape in legalizing cannabis. They require employees who possess the agility to pivot quickly. It is critical that companies attract talent that have a passion for the industry, an entrepreneurial mindset, a willingness to take calculated risks, and the ability to thrive in ambiguity. Hiring employees with the right skills, experience, and alignment with the company culture results in higher employee satisfaction, lower turnover rates, and higher productivity.

Hiring Slows But Still Outpaces Other Industries

Despite experiencing notable layoffs and a modest decline in hiring during 2023, salaries within the industry continued to climb, ranging between 2% - 6% for most positions, surpassing growth rates in other industries. Anticipating a substantial hiring surge in 2024, fueled by the legalization votes in four new states and the potential rescheduling of cannabis, we foresee promising prospects. If cannabis is reclassified to Schedule III, companies will gain the ability to deduct expenses such as payroll, rent, and marketing. Currently, these financial burdens weigh heavily on cannabis businesses, impeding their ability to reinvest, expand, and compete effectively against the unregulated black market.

2024 Cannabis Industry Trends & Predictions



Rescheduling Outlook

The industry is hopeful that the DEA will follow the HHS recommendation to reclassify cannabis as a Schedule III substance, which will eliminate 280E. This change will create opportunities for capital raises, investments in innovation, hiring new talent, and scaling of businesses.

A growing number of states are enacting their own tax relief. Approximately 13 states, including CA, CO, CT, IL, MA, MI, MN, NJ, NY, and OR are decoupling from federal tax code Section 280E, meaning legal cannabis firms located in these states can deduct expenses for state tax purposes.

As that shift takes place, we'll see an increasingly competitive marketplace where companies will have to invest heavily in innovation and improve upon both products and processes in order to remain competitive. The result is a better marketplace for the consumer with a wide selection of high-quality products.

Hemp, Delta-8, and Delta-9

Hemp-derived products can be sold in supermarkets and bars where consumers are already used to buying food and drinks. In Minnesota, hemp-THC drinks have made as much as 40% of taproom sales at some microbreweries and 13% of revenue at bars. In Louisiana, hemp-derived delta-9 is on the shelf at gas stations and regional chains. Before Ohio's 2023 legalization vote, delta-8 was already at liquor and package stores. Chicago's celebrated culinary scene boasts a delta-8 bakery, coffee shop, and hamburger joint. And in St. Louis, dive bars are serving up hemp delta-9 drinks. The accessibility of delta-9 and hempderived products is helping to change the perception of cannabis in many states.

Cannabis Drinks Continue to Rise

People are now starting to discover healthier alcohol alternatives. Leading the way are cannabis/CBD-infused beverages. Cannabis drink sales grew by over 200% in the past year. As the newest generation of drinkers reevaluate their relationship with alcohol, cannabis beverages are becoming a popular alternative. Whether it's a marijuana-derived beverage sold in a dispensary or a hemp-derived beverage sold in a liquor store, cannabis drinks are changing consumer trends, and we believe this will continue to distupt the future of adult beverage consumption.

The Growing Eastern Cannabis Market



- Pennsylvania & Florida could potentially join the adult-use cannabis industry in 2024.
- Indiana may also join the march toward legalization after introducing a ballot initiative for November.
- Ohio legalized adult-use in November 2023, expecting to launch sales in 2024. This will be one of the fastest growing markets in 2027--M&A activity may explode and hiring will increase as new licenses are issued.
- New York momentum is finally starting to build as new licenses and dispensaries get issued and open. The new year will bring explosive activity to the New York market as it has 400+ provisional adult-use retail licenses issued as of December 2023.
- Connecticut has seen strong growth since launching adult-use sales in January 2023. BDSA forecasts total sales in the state to grow to \$390M in 2024, with over \$290M coming from the adult-use channel.
- Missouri monthly total sales increased almost three-fold with the addition of adult-use cannabis in February 2023.
- Maryland launched adult-use sales in July 2023 bringing a +105% increase in monthly total sales.

Globalization of the Cannabis Industry











Germany

Germany will become the largest market for adult-use cannabis with the passage of its decriminalization bill as the country will vote in both adult-use legalization with a home-grow framework and the right for those growers to form nonprofit associations to trade cannabis with each other.

Czech Republic

Czech Republic is likely to follow suit with a bill for legalization early next year and some industry optimists are pointing to a more comprehensive approach with commercialization included.

Portugal

Hopes of legalization have been tempered significantly with the resignation of Portugal's Prime Minister. No one is expecting any movement on cannabis legalization until later in the spring or summer of 2024 at the earliest.

Thailand

Thailand's legal framework is in flux, undergoing its first revision post-election. To compete internationally, Thailand must align with medical standards like GACP and EU/GMP. Implementing track and trace, COA, and efficient distribution will bolster both domestic and global market presence. Thailand aims to emerge as a formidable contender in the medical sector.

Our Methodology

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The salary ranges in the 2024 CannabizTeam National Salary Guide Report are based on CannabizTeam's proprietary salary data, salary surveys, and independent research from trusted sources through the end of Q4 2023. The actual cannabis industry salaries for each position will vary by several factors, including job location, company size, and years of candidate experience. To customize this compensation data for your location, please increase or decrease the national salary numbers listed with the following cost-of-living adjustment index.

AK Anchorage +28.4% Fairbanks +37.4%	AR Fayetteville -7.9% Little Rock -3.5%	AZ Phoenix +0.7% Tucson -3.5%	CA Los Angeles +36.4% Oakland +39.1%	CA Palm Springs +21.8% San Francisco +64%	CO Colorado Springs -7.2% Denver +3.2%	CT Hartford +21.8% Stamford +46.9%
DE Wilmington +5.2%	FL Fort Lauderdale +15.7% Miami-Dade Cnty. +6%		HI Honolulu +65.7%	IA Davenport -3.2% Des Moines -9.1%	IL Chicago +16.9% Quincy -4.5%	IL Springfield -14.2% Peoria -3.7%
MA Boston +32.5% Framingham +34.5%	MD Baltimore +19.4%	MI Detroit -0.6%	MN Minneapolis +11%	MO St. Louis -9.6%	MT Bozeman +2% Kalispell -1.2%	NV Henderson +1.86% Las Vegas +1.86%
NH Manchester +16.75%	NJ Newark +29.7% Princeton +29.7%	NM Albuquerque -4.05%	NY Buffalo -4.2% NYC +16.7%	NY Syracuse +1.5% Ithaca +2.83%	ND Bismarck-Mandan -4.7%	OH Akron +0.2% Cincinnati -6.2%
OK Oklahoma City -8.3% Tulsa -11.6%	OR Portland +11.3%	PA Philadelphia +26.5% Pittsburgh -8.5%	UT Salt Lake City +0.6%	VT Burlington-Chittenden Co +20.48%	WA Seattle +21.35%	D.C. Washington D.C. +40.1%



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	POSITION	Low	High	Median	Low	High	Median	% Change
CULTIVATION	VP of Cultivation - MSO	\$220,000	\$337,600	\$278,800	\$240,000	\$339,800	\$287,800	3.98%
	VP of Cultivation - SSO	\$130,000	\$180,000	\$155,000	\$135,600	\$183,400	\$159,500	2.90%
	Director of Cultivation - MSO	\$115,000	\$145,000	\$130,000	\$115,000	\$175,000	\$145,000	11.54%
	Director of Cultivation - SSO	\$95,000	\$135,000	\$115,000	\$98,000	\$143,500	\$120,750	5.00%
	Agronomist	\$83,400	\$112,400	\$97,900	\$82,000	\$123,400	\$102,700	4.90%
	Plant Breeder	\$65,000	\$104,500	\$84,750	\$67,000	\$109,500	\$88,250	4.13%
	Integrated Pest Manager	\$64,000	\$87,600	\$75,800	\$65,000	\$90,300	\$77,650	2.44%
	Tissue Culture Manager	\$78,600	\$97,600	\$88,100	\$79,800	\$102,300	\$91,050	3.35%
	Tissue Culture Technician	\$59,800	\$88,900	\$74,350	\$60,100	\$92,100	\$76,100	2.35%
	Cultivation Technician	\$25,900	\$29,000	\$27,450	\$25,400	\$32,100	\$28,750	4.74%
	Trimmer	\$32,700	\$39,700	\$36,200	\$33,200	\$41,200	\$37,200	2.76%
EXTRACTION	Director of Extraction - MSO	\$170,000	\$188,900	\$179,450	\$171,400	\$195,400	\$183,400	2.20%
	Director of Extraction - SSO	\$98,000	\$143,000	\$120,500	\$99,800	\$148,700	\$124,250	3.11%
	Extraction Lab Manager	\$72,500	\$116,500	\$94,500	\$72,700	\$121,800	\$97,250	2.91%
	Extraction Lead	\$59,700	\$79,800	\$69,750	\$61,900	\$81,300	\$71,600	2.65%
	Extraction Technician	\$44,500	\$75,600	\$60,050	\$44,700	\$79,600	\$62,150	3.50%
TESTING	Chief Scientific Officer - MSO	\$220,000	\$297,100	\$258,550	\$225,600	\$299,800	\$262,700	1.61%
	Chief Scientific Officer - SSO	\$150,000	\$187,000	\$168,500	\$151,300	\$189,600	\$170,450	1.16%
	Testing Laboratory Manager	\$120,800	\$169,800	\$145,300	\$121,300	\$174,400	\$147,850	1.75%
	Analytical Chemist	\$66,200	\$99,700	\$82,950	\$67,500	\$104,300	\$85,900	3.56%

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		2023			2	Median		
	POSITION	Low	High	Median	Low	High	Median	% Change
	Microbiologist	\$68,900	\$93,200	\$81,050	\$69,500	\$96,500	\$83,000	2.41%
MANUFACTURING	VP of Operations - MSO	\$203,400	\$288,700	\$246,050	\$203,500	\$297,800	\$250,650	1.87%
	VP of Operations - SSO	\$135,000	\$165,000	\$150,000	\$143,800	\$175,000	\$159,400	6.27%
	Director of Operations	\$113,000	\$165,000	\$139,000	\$114,300	\$171,300	\$142,800	2.73%
	Production Manager	\$77,600	\$104,300	\$90,950	\$78,600	\$108,600	\$93,600	2.91%
	Warehouse Technician	\$63,000	\$78,200	\$70,600	\$64,300	\$80,300	\$72,300	2.41%
	Supply Chain Manager	\$127,500	\$191,200	\$159,350	\$128,700	\$194,300	\$161,500	1.35%
	Packaging Manager	\$49,900	\$69,800	\$59,850	\$50,400	\$70,300	\$60,350	0.84%
	VP of Product Devt - MSO	\$185,900	\$236,800	\$211,350	\$186,500	\$238,600	\$212,550	0.57%
	VP of Product Devt - SSO	\$112,900	\$176,000	\$144,450	\$113,200	\$182,300	\$147,750	2.28%
DISTRIBUTION	Director of Distribution	\$98,000	\$159,800	\$128,900	\$102,400	\$165,400	\$133,900	3.88%
	Dispatch Manager	\$59,800	\$86,600	\$73,200	\$60,100	\$89,600	\$74,850	2.25%
	Delivery Manager	\$73,400	\$82,000	\$77,700	\$74,300	\$84,500	\$79,400	2.19%
	Driver	\$39,500	\$43,200	\$41,350	\$41,300	\$45,300	\$43,300	4.72%
RETAIL	VP of Retail - MSO	\$223,000	\$269,900	\$246,450	\$228,500	\$280,500	\$254,500	3.27%
	VP of Retail - SSO	\$127,600	\$162,300	\$144,950	\$128,900	\$179,500	\$154,200	6.38%
	Director of Retail	\$121,400	\$185,000	\$153,200	\$134,500	\$187,500	\$161,000	5.09%
	Director of Merchandising	\$103,500	\$198,700	\$151,100	\$106,500	\$200,200	\$153,350	1.49%
	Area General Manager	\$88,500	\$137,000	\$112,750	\$89,600	\$141,300	\$115,450	2.39%
	Dispensary Manager	\$78,900	\$120,000	\$99,450	\$78,900	\$123,400	\$101,150	1.71%

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	POSITION	Low	High	Median	Low	High	Median	% Change
	Assistant Dispensary Manager	\$62,300	\$87,600	\$74,950	\$63,200	\$89,700	\$76,450	2.00%
	Budtender	\$36,900	\$47,100	\$42,000	\$38,700	\$48,100	\$43,400	3.33%
SALES	Chief Revenue Officer - MSO	\$220,000	\$289,600	\$254,800	\$224,300	\$297,600	\$260,950	2.41%
	Chief Revenue Officer - SSO	\$110,600	\$165,700	\$138,150	\$130,000	\$172,300	\$151,150	9.41%
	VP of Sales - MSO	\$155,900	\$202,500	\$179,200	\$159,800	\$207,600	\$183,700	2.51%
	VP of Sales - SSO	\$110,900	\$151,200	\$131,050	\$112,500	\$175,000	\$143,750	9.69%
	Director of Sales - MSO	\$130,000	\$176,500	\$153,250	\$131,200	\$184,500	\$157,850	3.00%
	Director of Sales - SSO	\$98,700	\$126,500	\$112,600	\$99,800	\$135,600	\$117,700	4.53%
	Area Sales Manager	\$83,400	\$131,400	\$107,400	\$85,600	\$140,300	\$112,950	5.17%
	Territory Sales Manager	\$75,100	\$97,800	\$86,450	\$76,500	\$99,600	\$88,050	1.85%
	Sales Representative	\$57,600	\$76,500	\$67,050	\$59,700	\$78,600	\$69,150	3.13%
	Brand Ambassador	\$33,500	\$42,300	\$37,900	\$35,900	\$43,200	\$39,550	4.35%
MARKETING	Chief Marketing Officer - MSO	\$223,000	\$263,000	\$243,000	\$224,700	\$284,300	\$254,500	4.73%
	Chief Marketing Officer - SSO	\$147,800	\$175,800	\$161,800	\$151,300	\$180,300	\$165,800	2.47%
	VP of Marketing MSO	\$165,800	\$225,000	\$195,400	\$168,900	\$230,400	\$199,650	2.18%
	VP of Marketing SSO	\$110,000	\$153,800	\$131,900	\$125,000	\$175,000	\$150,000	13.72%
	Director of Marketing	\$99,800	\$164,300	\$132,050	\$105,600	\$169,800	\$137,700	4.28%
	Brand Manager	\$71,200	\$143,200	\$107,200	\$73,400	\$149,800	\$111,600	4.10%
	Event Manager	\$63,700	\$84,300	\$74,000	\$65,400	\$89,000	\$77,200	4.32%
	Digital Marketing Manager	\$77,600	\$103,400	\$90,500	\$79,500	\$108,500	\$94,000	3.87%

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		2	023		2	024		Median
	POSITION	Low	High	Median	Low	High	Median	% Change
	E-commerce Manager	\$131,200	\$199,900	\$165,550	\$132,400	\$205,400	\$168,900	2.02%
	Social Media Manager	\$70,300	\$103,400	\$86,850	\$72,300	\$107,600	\$89,950	3.57%
ACCOUNTING &	Chief Financial Officer - MSO	\$295000	\$489,000	\$392,000	\$310,000	\$502,000	\$406,000	3.57%
FINANCE	Chief Financial Officer - SSO	\$175,000	\$268,000	\$221,500	\$180,000	\$275,000	\$227,500	2.71%
	Corporate Controller - MSO	\$158,900	\$195,000	\$176,950	\$165,800	\$200,600	\$183,200	3.53%
	Corporate Controller - SSO	\$130,000	\$165,800	\$147,900	\$143,000	\$174,800	\$158,900	7.44%
	Director of Finance - MSO	\$175,000	\$225,000	\$200,000	\$178,900	\$234,700	\$206,800	3.40%
	Director of Finance - SSO	\$132,400	\$175,900	\$154,150	\$145,700	\$181,400	\$163,550	6.10%
	Accounting Manager	\$97,600	\$153,400	\$125,500	\$99,500	\$157,400	\$128,450	2.35%
	Financial Analyst	\$77,900	\$129,800	\$103,850	\$79,500	\$139,000	\$109,250	5.20%
	Staff Accountant	\$70,400	\$85,600	\$78,000	\$71,300	\$89,500	\$80,400	3.08%
	Accounts Payable Clerk	\$53,800	\$60,900	\$57,350	\$55,400	\$63,400	\$59,400	3.57%
	Accounts Receivable Clerk	\$53,400	\$63,100	\$58,250	\$56,500	\$64,300	\$60,400	3.69%
ADMINISTRATION,	Chief Executive Officer - MSO	\$400,000	\$549,800	\$474,900	\$412,400	\$610,800	\$511,600	7.73%
LEGAL, HR & COMPLIANCE	Chief Executive Officer - SSO	\$187,900	\$258,900	\$223,400	\$194,300	\$269,700	\$232,000	3.85%
	Chief Operations Officer - MSO	\$351,200	\$402,500	\$376,850	\$353,900	\$415,200	\$384,550	2.04%
	Chief Operations Officer - SSO	\$175,000	\$243,000	\$209,000	\$175,000	\$256,700	\$215,850	3.28%
	General Counsel	\$170,300	\$253,900	\$212,100	\$175,000	\$264,500	\$219,750	3.61%
	VP of Compliance	\$149,800	\$201,900	\$175,850	\$154,300	\$205,600	\$179,950	2.33%
	Director of Compliance	\$126,500	\$187,600	\$157,050	\$132,400	\$193,200	\$162,800	3.66%
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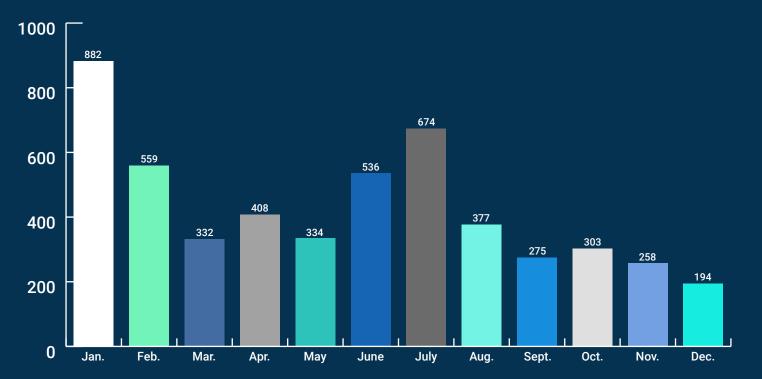
*SSO = Single-State Operator, MSO = Multi-State Operator

	2023				2024				
POSITION	Low	High	Median	Low	High	Median	% Change		
Compliance Manager	\$89,600	\$158,900	\$124,250	\$94,300	\$162,500	\$128,400	3.34%		
Legal Assistant	\$68,900	\$95,600	\$82,250	\$69,800	\$98,900	\$84,350	2.55%		
VP of Human Resources - MSO	\$196,700	\$248,100	\$222,400	\$198,700	\$259,800	\$229,250	3.08%		
VP of Human Resources - SSO	\$120,000	\$173,400	\$146,700	\$124,100	\$177,600	\$150,850	2.83%		
Human Resource Manager	\$79,800	\$96,000	\$87,900	\$83,400	\$98,700	\$91,050	3.58%		
Human Resource Generalist	\$61,000	\$81,400	\$71,200	\$62,500	\$85,400	\$73,950	3.86%		
VP of Technology	\$197,600	\$258,900	\$228,250	\$199,700	\$272,300	\$236,000	3.40%		

New Licenses Issued in 2023



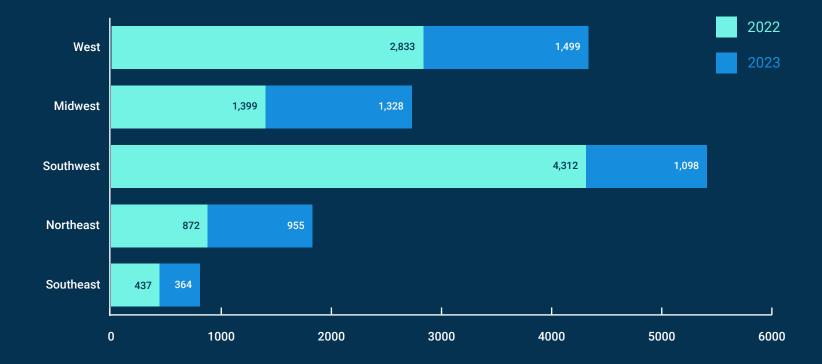
The number of licenses issued is a potential indicator of job growth. New licenses in all regions throughout 2023 across all activities, including cultivation, stores, and manufacturing:



New Licenses by Region 2023 v. 2022



In 2023, there was a decrease in new liceneses across all regions except the Northeast.



Projected New Licenses in 2024

California, Michigan, and New Jersey are the top states that issued the most licenses in 2023. They are expected to remain strong in issuing licenses for 2024.

Future licensure is hard to predict. The following states may be adding licenses by issuing new ones or expanding from medical to adult-use. New York is likely to add the most licenses. New programs that could be enacted at the ballot box or via the legislature include Florida, Hawaii, Pennsylvania, and/or New Hampshire.

State	Total Licenses
New York	945
Virginia	575
Minnesota	381
Maryland	179
Ohio	173
Delaware	120
Missouri	96
Alabama	25
Hawaii	24

About CannabizTeam



CannabizTeam Worldwide is the foremost Executive Search and Staffing firm globally, specializing exclusively in the cannabis industry. Established in 2016, the firm was born out of the pressing need for high-quality talent within the cannabis sector. With a team of seasoned professionals prioritizing people, CannabizTeam is committed to ensuring the right match. Operating through its CannabizTeam and CannabizTemp divisions, the company has staffing offices strategically located in Baltimore, Dallas, Sacramento, and San Diego, offering international placement services, too.

CannabizTeam excels in placing exceptional full-time talent across various cannabis verticals, encompassing Cultivation, Extraction, Testing, Manufacturing, Retail, Compliance, and C-suite roles.

CannabizTemp streamlines the process of hiring temporary staff, consultants, and fractional executives, ensuring a swift and hassle-free experience. The division takes care of crucial aspects such as background checks, payroll, workers' compensation, and administrative costs, allowing clients to focus on the growth of their businesses.

Kalon Executive Search and Staffing focuses exclusively in the health and wellness industries. Kalon places talent in all verticals, including: ingredients, supplements, longevity, lifestyle, and sports nutrition. www.kalonstaffing.com

For more information regarding CannabizTeam, visit our website: www.cannabizteam.com

OUR PARTNERS:













Projected New Licenses in 2024 - Sources:

https://mjbizdaily.com/new-york-opens-license-application-window-for-marijuana-business-licenses/

https://lis.virginia.gov/cgi-bin/legp604.exe

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