

# 2025



## **Cannabis Industry Salary Guide**



# TABLE OF CONTENTS

Intro: Growing Together in Cannabis	02
Projected US Cannabis Jobs 2024 - 2029	03
Hiring Tips	04
Essential Executive Leadership Insights	05
Building the Right Executive Team	07
Innovative Benefits	08
New Licenses Issued in 2024	10
New Licenses by Region 2024 v. 2023	11
Projected New Licenses in 2025	12
Our Methodology	13
National Cannabis Industry Salaries	14
Contributors	19
Partners	21
Benzinga	23
About CannabizTeam	24
Sources	25

# Growing Together in Cannabis



CannabizTeam has been fortunate to help shape the cannabis industry by connecting great talent with companies making a difference, driving financial excellence for cannabis businesses, and providing the space with exceptional talent solutions. Together, we drive innovation, growth, and wellness in this ever-evolving industry.

2024 was a year of change—economic uncertainty forced many to re-evaluate their strategies. Salaries across all sectors dropped from around 3% to 7%. However, 2024 also highlighted the resilience of the cannabis industry. Despite challenges such as delays in federal reform and fragmented regulations, the industry has demonstrated remarkable adaptability. Salaries in the cannabis sector continue to outpace those of more established industries, proving its resilience and potential. Growth rarely follows a straight path, but the passion and commitment we see in this community remind us that cannabis isn't just an industry—it's a movement.

I would like to extend our gratitude to Verdant Strategies, Cannabiz Media, and Green Leaf Payroll & Business Solutions Inc. for their invaluable contributions to the information in this guide. Their insights and expertise have been instrumental in capturing the dynamic nature of this field.

Here's to 2025! We're excited about what's ahead and grateful to work with incredible companies and talented professionals committed to a better future through cannabis. Whether you're building your dream team or exploring new opportunities, we're here to support you. Let's make 2025 a year of progress, connection, and shared success.

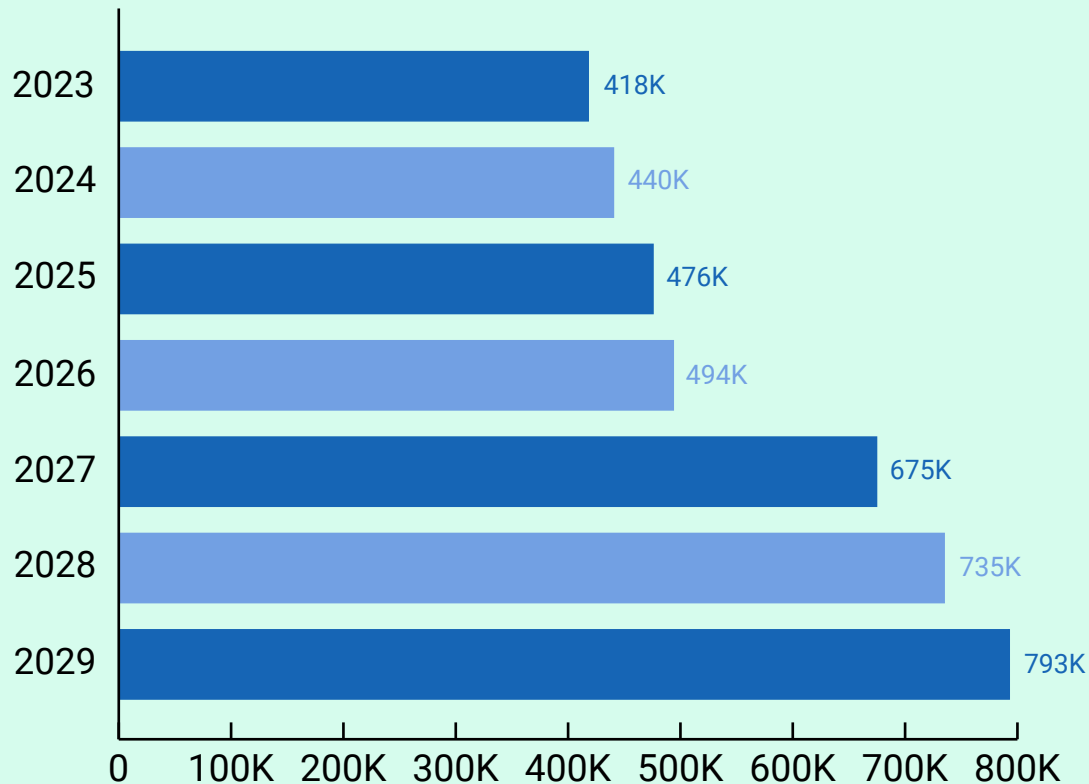
Get in touch with us—we'd love to discuss how we can help your company grow with great talent.

*Sincerely,  
Liesl Bernard  
Founder & CEO of CannabizTeam*



# Projected US Cannabis Jobs 2024-2029

The cannabis industry in the US is projected to reach close to 800K jobs by 2029.



# Hiring Tips



## Create a Clear Job Description

Create a job description with the responsibilities, experience and skills required. Also, create a “common daily tasks” outline if possible.



## Post Where the Talent Goes

Use job boards, social media, referrals, and niche communities where the right talent goes.



## Prioritize Culture Fit

Be honest and discuss your company culture on the job post and in the interviews. Hiring someone who fits your culture will improve teamwork and job satisfaction.



## Use Structured Interviews

Mix behavioural and situational questions to evaluate candidates systematically. Structured interviews improve fairness and consistency in the process.



## Ask References Good Questions

Ask references questions about the candidate's work ethic, teamwork abilities, and ability to adapt to different scenarios.



## Simplify Onboarding

Provide clear communication, training resources and mentorship. Make new employees feel welcome and empower them with confidence in their role.





# Essential Executive Leadership Insights

When hiring top talent, cannabis companies must prioritize installing **strategic leadership** to navigate the industry's unique challenges and complexities to stay competitive.

Here's why...

- **Guiding the Organization:** Strong leaders set clear goals aligned with regulations, market trends, and consumer needs, to ensure stability during rapid change.
- **Adapting to Change:** Exceptional leaders anticipate shifts in regulations and market dynamics.
- **Making Smart Decisions:** Top leaders balance risks and growth, using data-driven insights to tackle challenges like price compression and fragmented markets.

Prioritizing **hiring for culture fit** builds resilient teams that embrace values, adapt to challenges, and drive success.

Here's why:

- **Shaping Identity:** Leadership sets culture, driving compliance, innovation, and collaboration. Aligned hires create a cohesive, mission-driven team.
- **Boosting Retention:** Culture-fit employees are more engaged and loyal, reducing costly turnover and to ensure long-term commitment.
- **Adapting to Change:** In a fast-paced industry, aligned hires excel in dynamic environments like startups or corporate settings.
- **Enhancing Workplaces:** Strong culture fosters collaboration, communication, and innovation.
- **Driving Mission:** Employees value meaningful work; cultural alignment ensures dedication to shared goals like sustainability or patient care.



# Essential Executive Leadership Insights

Strong leadership drives **Operational Execution** ensuring measurable outcomes, growth, and compliance in a highly regulated market.

They implement:

- **Accountability frameworks:** To optimize resources with operational efficiency with innovation to stay ahead in a rapidly evolving industry.
- **Continuous improvement** to ensure agility, adaptability, and sustained competitiveness in this dynamic sector.

Strategic leaders evaluate risk to **Protect Organizational Assets** because they:

- **Anticipate challenges**, enhancing stability and resilience.
- **Implement compliance** and strong governance.

Strong leaders focus on **Financial Growth** through:

- **Innovative strategies** and efficient resource management.
- **Strategic allocation of capital** ensuring sustainable expansion.

Great leaders build **Trust and Credibility** with Stakeholders

- They enhance trust with investors, partners, and customers.
- They foster credibility, access to capital, and partnerships.

# Building the Right Executive Team



**Gain Professional Support**

Organizations benefit from executive search firms' broader networks, objective assessments, and expertise for strong candidate matches.

**Emphasize Soft Skills**

Technical expertise is important, but emotional intelligence, communication, and adaptability are key to executive success.

**Promote Diversity**

A diverse executive team enhances decision-making and problem-solving. Organizations should seek leaders with varied backgrounds.

**Use Assessment Tools**

Evaluation tools in hiring assess leadership, decision-making, and cultural fit, providing insights beyond interviews and references.

**Define Clear Requirements**

Organizations must define the skills, experience, and cultural fit for each executive role, aligning technical knowledge and leadership with strategic objectives.



# Innovative Benefits

- Green Leaf's total employee headcount utilizing our Benefit Admin Module in our payroll system: **12,187 Employees**
- Average employee headcount utilizing our Benefit Admin Module in our payroll system: **217 Employees/Client**

In 2025, the cannabis industry is introducing several innovative benefits to attract and retain employees:



## Pooled Employer 401(k) Plans

The North American Companies Council has launched a 401(k) Pooled Employer Plan (PEP), providing cannabis companies with a fully vetted and transparent retirement savings option.

*benefitspro.com*



## Alternative Funding for Benefits

Cannabis businesses are exploring alternative funding strategies, such as captive insurance and level funding, to offer customized and cost-effective employee benefits.

*kapnick.com*



## Enhanced Workplace Environments

Some companies are creating consumption-friendly spaces, allowing employees to use cannabis responsibly on-site, thereby fostering a more inclusive and engaging workplace culture.

*nypost.com*

These developments reflect the industry's commitment to providing comprehensive and appealing benefits to its workforce.



# Innovative Benefits



The cannabis industry is evolving rapidly, with both employees and employers adapting to new expectations and challenges.

## Employee Expectations

**Comprehensive Benefits:** Employees seek strong benefits, including health insurance, retirement plans, and wellness programs. The North American Companies Council's 401(k) Pooled Employer Plan now aids cannabis-related entities. *benefitspro.com*

**Competitive Compensation:** Fair wages remain a priority, with reports of supervisors earning less than workers highlighting the need for equity. *theguardian.com*

## Employer Strategies to Stay Competitive

**Innovative Benefits Solutions:** To attract and retain talent, employers are exploring alternative funding options like captive insurance and level funding, offering cost savings and tailored coverage for cannabis businesses. *kapnick.com*

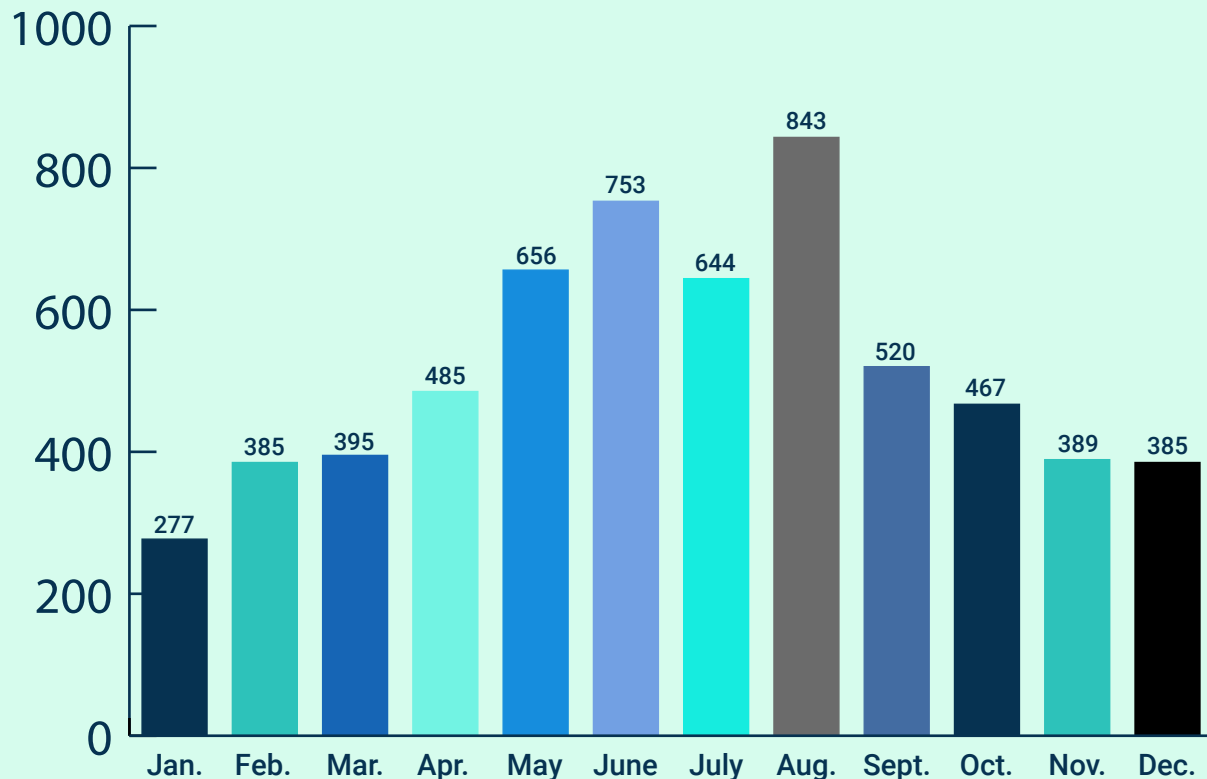
**Compliance and Adaptation:** Employers are updating workplace policies to align with evolving cannabis laws, revising drug testing and accommodating off-duty cannabis use where legal, balancing employee rights and workplace safety. *greenpharms.com*

**Recognition and Culture:** Programs like "Best Cannabis Companies to Work For" boost company reputation and morale, recognizing employers who create positive environments and improve retention rates. *cannabisbusinesstimes.com*

By focusing on benefits, equitable compensation, and adaptive policies, cannabis employers can meet expectations and stay competitive in this dynamic sector.

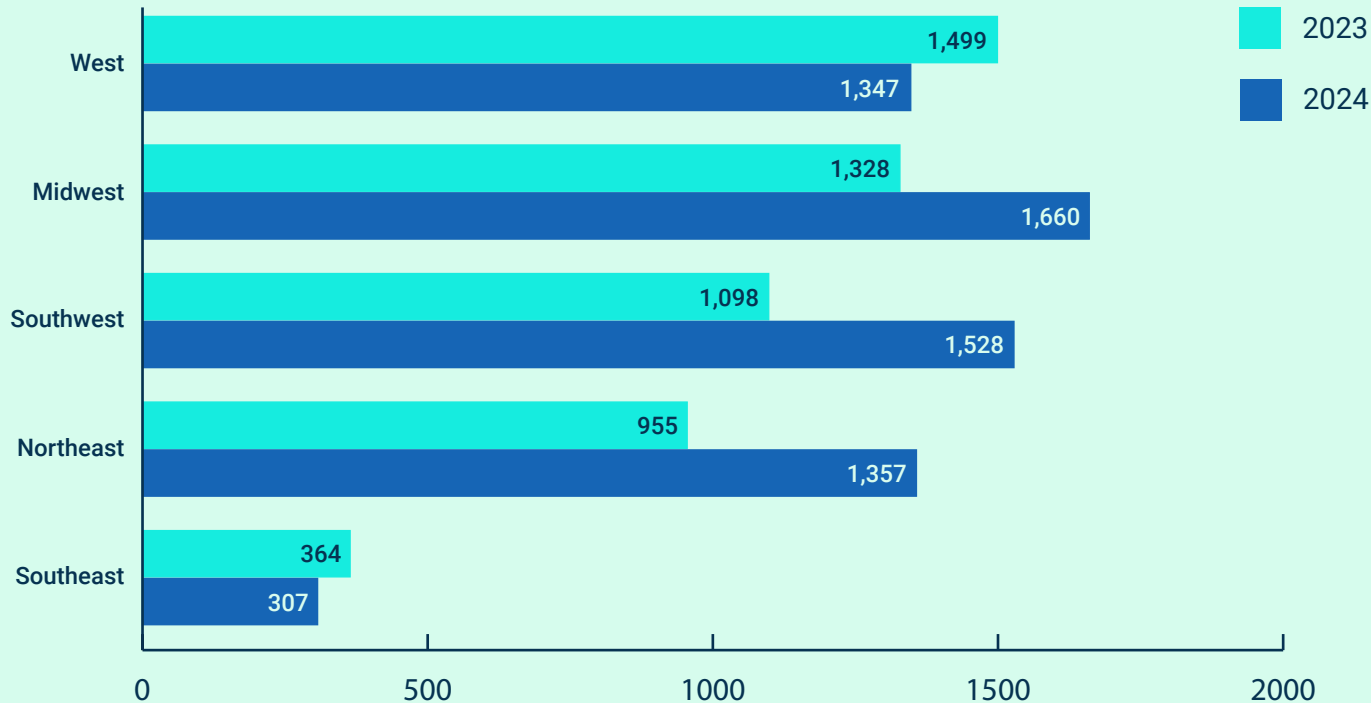
# New Licenses Issued in 2024

The number of licenses issued is a potential indicator of job growth. Total licenses issues in 2024: 6,199. New licenses in all regions throughout 2024 across all activities: cultivation, extraction, manufacturing, distribution, and retail.



# New Licenses by Region 2024 v. 2023

In 2024, there was an increase in new licenses across all regions except the West and Southeast.

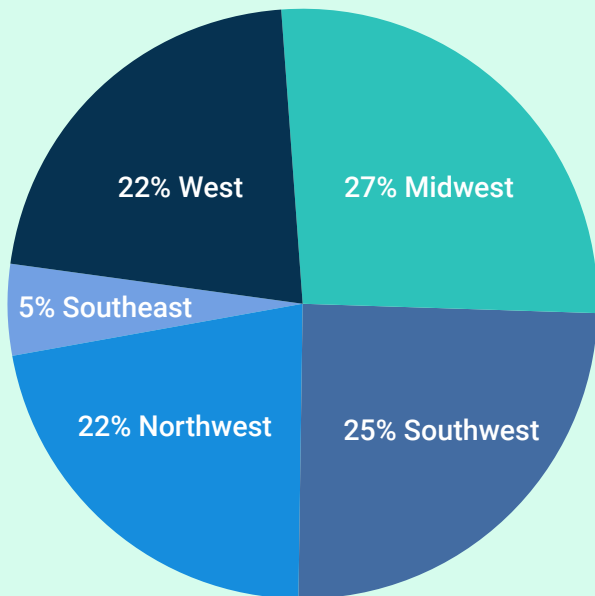


# Projected New Licenses in 2025



Five states voted on cannabis legalization in the 2024 election: Arkansas, Florida, Nebraska, North Dakota, and South Dakota. Only Nebraska made it across the finish line. We expect licenses to continue to grow gently in 2025 based on new states coming aboard and continued license issuance in the Northeast.

## 2024 Regional Licenses Snapshot



## Minnesota - 324

- Under a new timeline, licenses will be issued via lottery in May or June 2025--announced by the Minnesota Office of Cannabis Management (OCM)
- Before July 2026, the state can issue up to 324 licenses

## Washington DC - 270

- More than 270 dispensaries could launch in DC

## Rhode Island - 24

- The Cannabis Control Commission released draft regulations for expanding the retail market, but not without renewed debate over the process of selecting qualified applicants for 24 planned future stores.
- The commission plans to use what it calls a two-step "hybrid" method, where only those applicants it deems properly prepared to run a cannabis store will then qualify to enter a license lottery.

## Nebraska - TBD

- Requires the Nebraska Medical Cannabis Commission to begin granting licenses to medical cannabis operators by October 1, 2025

# Our Methodology

The salary ranges in the 2025 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 2024.

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.

<b>AK</b> Anchorage +28.4% Fairbanks +37.4%	<b>AR</b> Fayetteville -7.9% Little Rock -3.5%	<b>AZ</b> Phoenix +0.7% Tucson -3.5%	<b>CA</b> Los Angeles +36.4% Oakland +39.1%	<b>CA</b> Palm Springs +21.8% San Francisco +64%	<b>CO</b> Colorado Springs -7.2% Denver +3.2%	<b>CT</b> Hartford +21.8% Stamford +46.9%
<b>DE</b> Wilmington +5.2%	<b>FL</b> Fort Lauderdale +15.7% Miami-Dade Cnty. +6%	<b>FL</b> Sarasota +1.5% Tampa -7.6%	<b>HI</b> Honolulu +65.7%	<b>IA</b> Davenport -3.2% Des Moines -9.1%	<b>IL</b> Chicago +16.9% Quincy -4.5%	<b>IL</b> Springfield -14.2% Peoria -3.7%
<b>MA</b> Boston +32.5% Framingham +34.5%	<b>MD</b> Baltimore +19.4%	<b>MI</b> Detroit -0.6%	<b>MN</b> Minneapolis +11%	<b>MO</b> St. Louis -9.6%	<b>MT</b> Bozeman +2% Kalispell -1.2%	<b>NV</b> Henderson +1.86% Las Vegas +1.86%
<b>NH</b> Manchester +16.75%	<b>NJ</b> Newark +29.7% Princeton +29.7%	<b>NM</b> Albuquerque -4.05%	<b>NY</b> Buffalo -4.2% NYC +16.7%	<b>NY</b> Syracuse +1.5% Ithaca +2.83%	<b>ND</b> Bismarck-Mandan -4.7%	<b>OH</b> Akron +0.2% Cincinnati -6.2%
<b>OK</b> Oklahoma City -8.3% Tulsa -11.6%	<b>OR</b> Portland +11.3%	<b>PA</b> Philadelphia +26.5% Pittsburgh -8.5%	<b>UT</b> Salt Lake City +0.6%	<b>VT</b> Burlington-Chittenden Co +20.48%	<b>WA</b> Seattle +21.35%	<b>D.C.</b> Washington D.C. +40.1%

# NATIONAL CANNABIS INDUSTRY SALARIES



2024

2025

								Median % Change
	POSITION	Low	High	Median	Low	High	Median	
CULTIVATION	VP of Cultivation - MSO	\$220,000	\$337,600	\$278,800	\$234,500	\$305,400	\$269,950	-6.88%
	VP of Cultivation - SSO	\$130,000	\$180,000	\$155,000	\$129,600	\$169,800	\$149,700	-6.14%
	Director of Cultivation - MSO	\$115,000	\$145,000	\$130,000	\$113,000	\$167,800	\$140,400	-3.17%
	Director of Cultivation - SSO	\$95,000	\$135,000	\$115,000	\$94,600	\$135,600	\$115,100	-4.68%
	Agronomist	\$83,400	\$112,400	\$97,900	\$78,900	\$121,900	\$100,400	-2.24%
	Plant Breeder	\$65,000	\$104,500	\$84,750	\$64,500	\$105,600	\$85,050	-3.63%
	Integrated Pest Manager	\$64,000	\$87,600	\$75,800	\$62,300	\$79,800	\$71,050	-8.50%
	Tissue Culture Manager	\$78,600	\$97,600	\$88,100	\$76,500	\$96,700	\$86,600	-4.89%
	Tissue Culture Technician	\$59,800	\$88,900	\$74,350	\$58,900	\$89,700	\$74,300	-2.37%
	Cultivation Technician	\$25,900	\$29,000	\$27,450	\$22,300	\$30,200	\$26,250	-8.70%
	Trimmer	\$32,700	\$39,700	\$36,200	\$29,600	\$38,700	\$34,150	-8.20%
EXTRACTION	Director of Extraction - MSO	\$170,000	\$188,900	\$179,450	\$162,300	\$189,700	\$176,000	-4.03%
	Director of Extraction - SSO	\$98,000	\$143,000	\$120,500	\$93,400	\$137,800	\$115,600	-6.96%
	Extraction Lab Manager	\$72,500	\$116,500	\$94,500	\$69,700	\$117,500	\$93,600	-3.75%
	Extraction Lead	\$59,700	\$79,800	\$69,750	\$59,800	\$77,500	\$68,650	-4.12%
	Extraction Technician	\$44,500	\$75,600	\$60,050	\$42,300	\$75,600	\$58,950	-5.15%
TESTING	Chief Scientific Officer - MSO	\$220,000	\$297,100	\$258,550	\$214,500	\$249,800	\$232,150	-11.63%
	Chief Scientific Officer - SSO	\$150,000	\$187,000	\$168,500	\$145,600	\$175,600	\$160,600	-5.78%
	Testing Laboratory Manager	\$120,800	\$169,800	\$145,300	\$117,500	\$163,400	\$140,450	-5.01%
	Analytical Chemist	\$66,200	\$99,700	\$82,950	\$64,300	\$101,400	\$82,850	-3.55%

# NATIONAL CANNABIS INDUSTRY SALARIES



2024

2025

								Median % Change
	POSITION	Low	High	Median	Low	High	Median	
MANUFACTURING	Microbiologist	\$68,900	\$93,200	\$81,050	\$64,300	\$86,700	\$75,500	-9.04%
	VP of Operations - MSO	\$203,400	\$288,700	\$246,050	\$198,700	\$254,600	\$226,650	-9.58%
	VP of Operations - SSO	\$135,000	\$165,000	\$150,000	\$135,600	\$154,600	\$145,100	-8.97%
	Director of Operations	\$113,000	\$165,000	\$139,000	\$112,400	\$156,700	\$134,550	-5.78%
	Production Manager	\$77,600	\$104,300	\$90,950	\$74,500	\$104,500	\$89,500	-4.38%
	Warehouse Technician	\$63,000	\$78,200	\$70,600	\$62,300	\$77,600	\$69,950	-3.25%
	Supply Chain Manager	\$127,500	\$191,200	\$159,350	\$124,500	\$191,300	\$157,900	-2.23%
	Packaging Manager	\$49,900	\$69,800	\$59,850	\$48,700	\$67,400	\$58,050	-3.81%
	VP of Product Devt - MSO	\$185,900	\$236,800	\$211,350	\$175,400	\$229,600	\$202,500	-4.73%
DISTRIBUTION	VP of Product Devt - SSO	\$112,900	\$176,000	\$144,450	\$112,100	\$174,300	\$143,200	-3.08%
	Director of Distribution	\$98,000	\$159,800	\$128,900	\$101,200	\$154,800	\$128,000	-4.41%
	Dispatch Manager	\$59,800	\$86,600	\$73,200	\$58,900	\$79,800	\$69,350	-7.35%
	Delivery Manager	\$73,400	\$82,000	\$77,700	\$63,400	\$79,500	\$71,450	3.33%
RETAIL	Driver	\$39,500	\$43,200	\$41,350	\$39,500	\$44,300	\$41,900	-3.23%
	VP of Retail - MSO	\$223,000	\$269,900	\$246,450	\$215,600	\$257,800	\$236,700	-6.99%
	VP of Retail - SSO	\$127,600	\$162,300	\$144,950	\$124,500	\$169,800	\$147,150	-4.57%
	Director of Retail	\$121,400	\$185,000	\$153,200	\$129,800	\$179,600	\$154,700	-3.91%
	Director of Merchandising	\$103,500	\$198,700	\$151,100	\$101,200	\$145,600	\$123,400	-4.01%
	Area General Manager	\$88,500	\$137,000	\$112,750	\$88,500	\$137,500	\$113,000	-2.12%
	Dispensary Manager	\$78,900	\$120,000	\$99,450	\$75,600	\$119,500	\$97,550	-3.56%





# NATIONAL CANNABIS INDUSTRY SALARIES

2024					2025			Median % Change
POSITION		Low	High	Median	Low	High	Median	
SALES	Assistant Dispensary Manager	\$62,300	\$87,600	\$74,950	\$61,200	\$85,600	\$73,400	-3.99%
	Budtender	\$36,900	\$47,100	\$42,000	\$33,400	\$39,800	\$36,600	-4.69%
	Chief Revenue Officer - MSO	\$220,000	\$289,600	\$254,800	\$221,400	\$245,600	\$233,500	-2.77%
	Chief Revenue Officer - SSO	\$110,600	\$165,700	\$138,150	\$125,000	\$165,000	\$145,000	-4.07%
	VP of Sales - MSO	\$155,900	\$202,500	\$179,200	\$157,900	\$195,600	\$176,750	-3.78%
	VP of Sales - SSO	\$110,900	\$151,200	\$131,050	\$110,000	\$165,400	\$137,700	-4.21%
	Director of Sales - MSO	\$130,000	\$176,500	\$153,250	\$126,500	\$176,499	\$151,500	-4.02%
	Director of Sales - SSO	\$98,700	\$126,500	\$112,600	\$87,600	\$132,800	\$110,200	-6.37%
	Area Sales Manager	\$83,400	\$131,400	\$107,400	\$84,300	\$131,200	\$107,750	-4.60%
	Territory Sales Manager	\$75,100	\$97,800	\$86,450	\$73,400	\$95,800	\$84,600	-3.92%
MARKETING	Sales Representative	\$57,600	\$76,500	\$67,050	\$56,700	\$73,400	\$65,050	-5.93%
	Brand Ambassador	\$33,500	\$42,300	\$37,900	\$32,400	\$41,300	\$36,850	-6.83%
	Chief Marketing Officer - MSO	\$223,000	\$263,000	\$243,000	\$215,600	\$275,400	\$245,500	-3.54%
	Chief Marketing Officer - SSO	\$147,800	\$175,800	\$161,800	\$145,600	\$175,400	\$160,500	-3.20%
	VP of Marketing MSO	\$165,800	\$225,000	\$195,400	\$163,400	\$219,900	\$191,650	-4.01%
	VP of Marketing SSO	\$110,000	\$153,800	\$131,900	\$123,800	\$159,800	\$141,800	-5.47%
	Director of Marketing	\$99,800	\$164,300	\$132,050	\$103,400	\$153,400	\$128,400	-6.75%
	Brand Manager	\$71,200	\$143,200	\$107,200	\$71,300	\$143,500	\$107,400	-3.76%
	Event Manager	\$63,700	\$84,300	\$74,000	\$63,400	\$82,300	\$72,850	-5.63%
	Digital Marketing Manager	\$77,600	\$103,400	\$90,500	\$74,500	\$106,400	\$90,450	-3.78%



# NATIONAL CANNABIS INDUSTRY SALARIES

## 2024

## 2025

								Median % Change
	POSITION	Low	High	Median	Low	High	Median	
ACCOUNTING & FINANCE	E-commerce Manager	\$131,200	\$199,900	\$165,550	\$127,600	\$195,600	\$161,600	-4.32%
	Social Media Manager	\$70,300	\$103,400	\$86,850	\$71,200	\$99,500	\$85,350	-5.11%
	Chief Financial Officer - MSO	\$295,000	\$489,000	\$392,000	\$296,000	\$390,800	\$343,400	-5.92%
	Chief Financial Officer - SSO	\$175,000	\$268,000	\$221,500	\$175,600	\$243,500	\$209,550	-3.50%
	Corporate Controller - MSO	\$158,900	\$195,000	\$176,950	\$162,300	\$191,400	\$176,850	-3.47%
	Corporate Controller - SSO	\$130,000	\$165,800	\$147,900	\$132,500	\$168,700	\$150,600	-5.22%
	Director of Finance - MSO	\$175,000	\$225,000	\$200,000	\$173,400	\$212,500	\$192,950	-6.70%
	Director of Finance - SSO	\$132,400	\$175,900	\$154,150	\$135,000	\$169,800	\$152,400	-5.14%
	Accounting Manager	\$97,600	\$153,400	\$125,500	\$91,000	\$152,000	\$121,500	-5.41%
	Financial Analyst	\$77,900	\$129,800	\$103,850	\$73,400	\$134,500	\$103,950	-4.85%
	Staff Accountant	\$70,400	\$85,600	\$78,000	\$68,900	\$85,600	\$77,250	-3.92%
ADMINISTRATION, LEGAL, HR & COMPLIANCE	Accounts Payable Clerk	\$53,800	\$60,900	\$57,350	\$53,500	\$59,800	\$56,650	-4.63%
	Accounts Receivable Clerk	\$53,400	\$63,100	\$58,250	\$52,300	\$61,300	\$56,800	-5.96%
	Chief Executive Officer - MSO	\$400,000	\$549,800	\$474,900	\$385,000	\$459,800	\$422,400	-5.05%
	Chief Executive Officer - SSO	\$187,900	\$258,900	\$223,400	\$191,300	\$254,599	\$222,950	-3.90%
	Chief Operations Officer - MSO	\$351,200	\$402,500	\$376,850	\$345,600	\$395,900	\$370,750	-3.59%
	Chief Operations Officer - SSO	\$175,000	\$243,000	\$209,000	\$169,800	\$245,600	\$207,700	-3.78%
	General Counsel	\$170,300	\$253,900	\$212,100	\$171,300	\$257,800	\$214,550	-2.37%
	VP of Compliance	\$149,800	\$201,900	\$175,850	\$149,800	\$197,600	\$173,700	-3.47%
	Director of Compliance	\$126,500	\$187,600	\$157,050	\$129,800	\$179,800	\$154,800	-4.91%



# NATIONAL CANNABIS INDUSTRY SALARIES

## 2024

## 2025

POSITION	2024			2025			Median % Change
	Low	High	Median	Low	High	Median	
Compliance Manager	\$89,600	\$158,900	\$124,250	\$92,300	\$152,300	\$122,300	-4.75%
Legal Assistant	\$68,900	\$95,600	\$82,250	\$65,800	\$95,699	\$80,750	-4.27%
VP of Human Resources - MSO	\$196,700	\$248,100	\$222,400	\$150,800	\$198,700	\$174,750	-4.38%
VP of Human Resources - SSO	\$120,000	\$173,400	\$146,700	\$121,400	\$165,600	\$143,500	-4.87%
Human Resource Manager	\$79,800	\$96,000	\$87,900	\$81,200	\$95,400	\$88,300	-3.02%
Human Resource Generalist	\$61,000	\$81,400	\$71,200	\$59,800	\$82,400	\$71,100	-3.85%
VP of Technology	\$197,600	\$258,900	\$228,250	\$149,800	\$185,600	\$167,700	-3.81%

## AVERAGE % CHANGE BY JOB CATEGORY

Cultivation	Extraction	Testing	Manufacturing	Distribution
-5.40%	-4.80%	-7.00%	-5.09%	-4.58%
Retail	Sales	Marketing	Accounting/Finance	Admin/Legal/HR/Compliance
-4.23%	-4.65%	-4.56%	-4.97%	-4.00%

# Contributors



Rachel Wright, CEO of  
**VERDANT Strategies  
& 420 CPA**

Rachel Wright, MST, CPA, is the CEO of VERDANT Strategies & 420 CPA, financial services firms with offices in Los Angeles, New York, and Nice, France. Rachel provides comprehensive accounting, tax, fractional CFO services, and consulting to cannabis companies globally, supporting them in launching, growing, and achieving financial sustainability through a holistic approach that ensures growth and scalability.

With her CPA designation, a master's degree in taxation, and a Graduate Degree in International Taxation, Rachel offers essential guidance on tax planning, entity formation, and regulatory compliance. She also has experience as an audit committee chairperson for a publicly traded cannabis company, demonstrating her deep industry expertise.

Rachel's collaborative approach builds lasting partnerships with her clients, helping them navigate complex financial challenges with confidence. As a thought leader, she shares her insights at prestigious events such as Benzinga and the Cannabis Summit and contributes to publications like Bloomberg Tax, MJBiz Daily and the LA Daily Journal. She also serves on an international committee with the International Cannabis Bar Association and the advisory board of the Cannabis Summit, advancing the global cannabis sector and ensuring the financial success of the businesses she serves.



Ed Keating, Co-founder &  
Chief Data Officer  
**Cannabiz Media**

Ed Keating is a co-founder of Cannabiz Media and oversees the company's data research and government relations efforts. He has spent his career working with and advising information companies in the compliance space. Ed has managed product, marketing, and sales while overseeing complex multijurisdictional product lines in the securities, corporate, UCC, safety, environmental, and human resource markets.

At Cannabiz Media, Ed enjoys the challenge of working with regulators across the globe as he and his team gather corporate, financial, and license information to track the people, products, and businesses in the cannabis economy. Ed graduated from Hamilton College and received his MBA from the Kellogg School at Northwestern University.

# Contributors



Marc Rodriguez, CEO &  
Co-Founder of  
**Green Leaf Payroll &  
Business Solutions Inc.**

Marc Rodriguez is the visionary CEO and Co-Founder of Green Leaf Payroll & Business Solutions Inc., a nationwide payroll firm dedicated to providing compliant payroll, HR outsourcing, and financial solutions for the cannabis industry. With a career spanning sales leadership and operational management, Marc has consistently demonstrated his ability to bridge complex industry needs with innovative solutions.

Marc began his career in residential sales, where he rapidly advanced into leadership roles, overseeing teams of over 50 commission-based sales representatives across multiple states. This experience honed his skills in team building, financial oversight, and creating a dynamic company culture. His success in these roles paved the way for his transition to a Fortune 1000 payroll and HR outsourcing company, where he managed the highest-grossing sales and service organization in the country.

Identifying a critical gap in payroll and compliance services for cannabis businesses, Marc co-founded Green Leaf Payroll & Business Solutions. Headquartered in San Diego, California—a central hub for cannabis innovation—the company has grown under Marc's leadership to serve clients in more than 50 states. Green Leaf has become an industry leader, recognized for its expertise in Anti-Money Laundering (AML) compliant banking, payroll processing, and human resources solutions tailored to the unique needs of cannabis operators.



Tyler Priest, CRO of  
**Green Leaf Payroll &  
Business Solutions Inc.**

Tyler Priest is the Chief Revenue Officer at Green Leaf Payroll & Business Solutions Inc., where he leads revenue growth initiatives and drives innovative solutions to meet the needs of clients across diverse industries, including the high-risk cannabis sector.

Tyler's transition to payroll and HR solutions began at Paychex Inc., a Fortune 1000 company, where he excelled as a top performer year after year by prioritizing client needs and delivering exceptional service. His success at Paychex reinforced his belief in the value of building strong, customer-focused relationships and providing tailored solutions to support business growth.

Motivated by a desire to bring "white-glove" service to underserved markets, Tyler co-founded Green Leaf Payroll & Business Solutions alongside Marc and Kira. At Green Leaf, he combines state-of-the-art technology with a client-first approach to deliver innovative payroll, HR, and business solutions, ensuring even high-risk industries receive the top-tier service they deserve.

# Our Partners



VERDANT Strategies is a specialized financial advisory firm dedicated to supporting cannabis businesses through tailored services that ensure compliance, drive growth, and foster sustainable success. Focused on the unique challenges of the cannabis industry, the firm offers expertise in accounting, tax planning, and Fractional CFO services to guide businesses at every stage of their lifecycle.

Built on values of precision, transparency, and collaboration, VERDANT ensures seamless integration with legal teams and advisors to create holistic financial strategies. Core offerings include compliance, tax preparation, financial forecasting, and strategic budgeting. The firm emphasizes top-line revenue growth, gross profit margin optimization, and operational efficiency to help businesses thrive in.

At Green Leaf Business Solutions, we provide comprehensive workforce management solutions designed to help businesses operate more efficiently. Our services include payroll, HR support, timekeeping, benefits administration, 401(k) solutions, and managed services, ensuring seamless operations while maintaining compliance with ever-evolving regulations.

With extensive experience across industries—including specialized support for cannabis businesses—we understand the unique challenges businesses face. Our tailored solutions integrate cutting-edge technology with expert guidance, allowing companies to reduce administrative burdens, optimize workflows, and focus on growth. At Green Leaf Business Solutions, we are more than just a service provider—we are a trusted partner dedicated to helping businesses succeed. With a strong commitment to transparency, integrity, and personalized customer care, we make workforce management easier so businesses can thrive with confidence.



# Our Partners

## BENZINGA

Benzinga is a leading financial media and data company delivering real-time market news, analysis, and investment insights to millions of readers worldwide. Its cannabis vertical is a top source for industry news, stock movements, regulatory updates, and exclusive interviews with key players. Benzinga's cannabis content is widely syndicated across platforms like MSN, Bloomberg and Robinhood, providing investors with trusted, up-to-date information.

Beyond media, Benzinga hosts the Benzinga Cannabis Capital Conference (CCC), one of the industry's premier networking and investment events. Held in major cities like Miami and Chicago, CCC connects cannabis executives, investors, and entrepreneurs, facilitating high-level deals and discussions that shape the market's future.

Cannabiz Media powers the award-winning Cannabis Market Intelligence Platform facilitating growth opportunities, revealing financial insights, and safeguarding compliance.

It provides an all-in-one solution that leverages rapidly-updated data, cutting-edge technology, and a support system of experienced strategists that drive your pursuits forward in the cannabis industry. Cannabiz Media was established in 2014.

The logo for Cannabiz Media features the company name in a white, lowercase, sans-serif font. The word "cannabiz" is on the top line and "media" is on the bottom line. The text is centered within a solid green circle, which is itself centered within a black rounded square background.

cannabiz  
media®

A promotional poster for the Benzinga Cannabis Capital Conference. The background is dark blue with a repeating pattern of small, light blue cannabis leaves. In the top left, the Benzinga Cannabis Capital Conference logo is displayed, featuring a green stylized 'C' with a cannabis leaf inside, followed by the text 'BENZINGA CANNABIS CAPITAL CONFERENCE' in white and green. The main title 'CANNABIS CAPITAL CONFERENCE' is written in large, bold, white capital letters. Below it, the subtitle 'The Leading Cannabis Investment & Branding Conference In North America' is in white. To the right, there is a graphic of a green ticket with a barcode and the Benzinga Cannabis Capital Conference logo. At the bottom left, two icons (a calendar and a location pin) precede the text 'June 8-10th, 2025' and 'Marriott Magnificent Mile In Chicago, IL'. A large green button at the bottom center contains the text 'GET YOUR TICKETS TODAY' in bold black letters.

**BENZINGA CANNABIS CAPITAL CONFERENCE**

**CANNABIS CAPITAL CONFERENCE**

The Leading Cannabis Investment & Branding Conference In North America

 **June 8-10th, 2025**

 **Marriott Magnificent Mile In Chicago, IL**

**GET YOUR TICKETS TODAY**

The Benzinga Cannabis Capital Conference is back in Chicago, June 8-10, 2025! This power-packed event brings together cannabis executives, investors, and innovators for unparalleled networking and dealmaking.

From private investor dinners to a VIP yacht experience on Lake Michigan, this is your chance to secure funding, close deals, and elevate your brand.

Limited early bird tickets available—secure yours today on [bzcannabis.com](https://bzcannabis.com)



## ELPLANTEO.COM

El Planteo is the most-read Spanish-language cannabis media outlet, reaching millions across Latin America, Spain, and the U.S. Hispanic market. With major distribution partners like MSN and Benzinga, it delivers unmatched visibility.

Offering content production and marketing, SEO, social media, and video production, El Planteo helps U.S. cannabis companies connect with both English and Spanish-speaking audiences. Backed by an expert team, it combines journalism and digital strategy to elevate brands globally.



# About CannabizTeam



**CannabizTeam** is the premier executive search and staffing firm specializing in the cannabis industry. We provide tailored recruitment solutions to meet the unique needs of cannabis businesses across all verticals, including cultivation, extraction, manufacturing, retail, compliance, and C-suite roles.

Our talent solutions include: retained executive search, direct hire, and talent consulting services to help organizations build high-performing teams and navigate the complexities of this rapidly evolving market.

- **Specialized Expertise:** CannabizTeam focuses exclusively on the cannabis sector, leveraging deep industry knowledge and an extensive network to source top-tier talent with the right technical skills and cultural fit.
- **Comprehensive Recruitment Services:** We provide services across all levels, from entry-level roles to executive leadership positions. This includes C-suite searches for positions including CEOs, CFOs, CMOs, and CSOs.
- **Global Reach:** We place talent in the US and internationally.
- **Fast Turnaround:** The company's proprietary search methodology and deep database of vetted candidates ensures most executive placements are completed within 60 days or less.

Please see our website at [www.cannabizteam.com](http://www.cannabizteam.com)

# Sources

<https://kymedcan.ky.gov/businesses/Pages/licensees.aspx>

<https://whyy.org/articles/delaware-marijuana-licenses-prior-convictions-grow-sell-legally/>

<https://www.goodwinlaw.com/en/insights/publications/2024/11/alerts-practices-can-cannabis-on-the-ballot>

[chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/file:/Users/edkeating/Downloads/Initiative\\_438.pdf](chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/file:/Users/edkeating/Downloads/Initiative_438.pdf)

<chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.revisor.mn.gov/statutes/cite/342/pdf>

<https://mjbizdaily.com/medical-cannabis-dispensaries-could-open-in-washington-dc-in-2025/>

<https://www.providencejournal.com/story/news/local/2025/01/08/ri-retail-cannabis-market-will-grow-under-new-rules-what-to-know/77544450007/>

