

WOMEN OF MAITRI

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WHAT INSPIRED YOU TO PURSUE A CAREER IN CANNABIS, AND WHAT MOTIVATES YOU TO CONTINUE IN THIS FIELD?

I started at Maitri as a part-time designer with zero understanding of anything cannabis related. The last 2.5 years have been a wild learning curve. I love the challenges it presents, but finding out that cannabis helps support my own mental health was what helped me fall in love with this plant and industry.

WHAT ADVICE WOULD YOU GIVE TO OTHER WOMEN WHO ASPIRE TO PURSUE A CAREER IN CANNABIS?

I have worked in male-dominated industries since I started my career and have learned that confidence in yourself and your skillset is vital to holding your own. Cannabis is no different; find a role that you are passionate about and pursue it.

ARE THERE ANY FEMALE MENTORS OR ROLE MODELS WHO HAVE INFLUENCED YOUR CAREER IN CANNABIS? IF SO, HOW?

Absolutely, yes, the first person is my manager, Marisa. She's been a fantastic mentor in helping me learn all about the industry and the plant. I couldn't do what I do without her support and knowledge. The longer I work at Maitri, the more women leaders I can collaborate with, and I admire every single one. We have so many strong, talented women at Maitri.

LASTLY, HOW DO YOU BELIEVE CELEBRATING WOMEN'S HISTORY MONTH CAN POSITIVELY IMPACT THE REPRESENTATION AND RECOGNITION OF WOMEN IN THE CANNABIS INDUSTRY?

It's challenging to be a woman in any industry, and I am so proud to be a woman in the cannabis industry. This industry is relatively new, and there is so much space to make an impact and support other women so that we have a larger space for all of us. By honoring women's achievements and advocating for gender equality, we can create a more inclusive and equitable cannabis industry where all women have the opportunity to thrive.

