

WOMEN OF MAITRI
HEATHER

PHARMACIST & GENERAL MANAGER

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

I've been a believer in the medical use of marijuana since I saw the difference it made in the lives of young patients.

As a mom, I felt for parents and their desperation to try unconventional means to improve the quality of their children's lives. They fought hard and were often criticized but kept up the fight to make cannabis accessible. Without their diligence we would not be where we are today with our program.

As a female healthcare worker, it became a passion to decrease the stigma associated with the use of cannabis. We are singling out this specific plant, while the origin of many prescribed capsules and tablets are plant derived (some you probably don't want to know where they come from).

As a woman, I, myself, was diagnosed with breast cancer in 2019 and cannot be more grateful that I had the ability to register as a patient and had access to cannabis during my chemotherapy and radiation treatments.

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

When I began my career, the majority of patients assumed when they asked to speak with a pharmacist a man would respond to them. Some would not speak with me because I was a young woman, but women soon began to equal, if not surpass, the number of men in pharmacy in the late 1990's. Now decades later, I can proudly say I work for an organization that employs women in a multitude of leadership roles. We are healthcare workers, managers, mentors, and decision makers.

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

During Women's Month, It's important to recognize the significant role women play in promoting health and wellness in the marijuana industry. We are at the forefront - providing personalized care, education, and support to patients, advancing research, destigmatizing usage and ensuring favorable outcomes. I'm proud to be part of a team that has women on their leadership team. Let's celebrate the dedication and expertise that women have contributed to the cannabis industry this month!

