

WOMEN OF MAITRI
JORDAN

DIRECTOR OF RETAIL OPERATIONS

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

I've worked in food, restaurant, and the beverage alcohol industries. Throughout all, I've loved the boots on the ground style of work, and the product-driven service. There's something really special about how young and entrepreneurial about cannabis is, while still retaining the qualities I loved in my other industries. What keeps me here, though, is the passion of the people in the industry. It attracts an incredibly hardworking and diverse set of folks, from whom I get to learn something everyday. What a gift!

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

This is a "learn as you do" industry-don't wait until you have a ton of experience to apply for the role. Go for it! This industry is so young that the concept of "tenure" is limited at best. You don't need to be a weed expert or a lifelong fan of the plant. You very likely have a skill the industry needs urgently, NOW. Reach out to someone you admire in the space, and I think you'd be surprised by how enthusiastic we'll be in responding to you.

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

While she doesn't work in cannabis, my professional mentor Julia Collins is a shining example and consistent inspiration of what it means for women to break barriers in any industry. Julia is an entrepreneur and founder of Planet Fwd. She was my manager over ten years ago, and coached me to fully believe that women could do anything, especially when encouraged by other women. She taught me that the most powerful tool for advancement of women is other women. Our job is to commit to climbing the tall mountains, and to pull as we climb.

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

Lots of people outside of the cannabis think they have an idea of who works in cannabis. Surprise! It's one of the most diverse industries I've ever been a part of. Recognizing the women who work here not only helps break stigma of "who belongs in weed," but it also acts as a sign to other women that they are welcome here. More women, better weed. It's that simple.

