

WOMEN OF MAITRI  
**MARKITA**  
PHARMACIST & MEDICAL DIRECTOR

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

My appreciation for cannabis came as a consumer, and my love for it developed as I became aware of its benefits while in college. From there, I always knew my steps would eventually lead me into cannabis. Now, as a professional in healthcare who not only advocates the benefits of cannabis use but also consumes it — it is essential for me to represent the culture of cannabis as I do. With the negative connotations attached throughout its time, many believe a life with structure, discipline, and self-motivation is unattainable for a cannabis consumer, and a productive career is not likely. My motivation is to prove the opposite. I am a two-state Board-Certified Pharmacist who consumes cannabis and hasn't missed a beat!

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

It may be a male-dominated world, but women do it better. If you genuinely love it, you will excel. And never forget, it is the female cannabis plant that is the most sought-after in this industry.

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

Yes, many! They all were fearless and continued to be badassess when applicable.

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

I feel lots of women fear judgment if they are affiliated with or even consume cannabis — especially mothers! Being a black mother, I think it's pretty impactful to have representation to highlight that women are capable of making logically sound decisions about our health and wellness while multitasking life as great mothers do — even if that means cannabis was used in the process. Destigmatizing cannabis through women's use and perspective can be pretty powerful in the evolution of this industry.

