

WOMEN OF MAITRI
LECIA
HR MANAGER

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

My love for the plant and my love for Human Resources drove me to this industry. Being able to combine two of my passions is an absolute dream. I am motivated everyday by the evolving industry and the opportunity to learn.

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

It's never too late to chase your dreams and make a change in careers/industries. This industry is filled with intelligent innovative women to learn from. With the everchanging market you are always growing as a professional with the best women in the business at Maitri.

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

Maitri is filled with female role models that have inspired and influenced me during my short time in the industry.

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

Celebrating this new exciting industry and the incredible women leading the way as trailblazers will positively impact the industry by bringing awareness to an industry that is misunderstood. It's time to break down barriers, change the narrative, and remove the stigma ... and who better to do that than Women!

