

WOMEN OF MAITRI
MARISA

MARKETING MANAGER

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

I found my passion for the industry after discovering the incredible benefits of medical cannabis. When I heard about a new dispensary opening in my hometown, I immediately went into investigator mode. I tracked down the owners and reached out to them! At the time, I was working full time as a pharmacy technician, mixing chemotherapy. However, I realized I didn't want to continue handling substances with so many hazardous labels and warnings. I wanted to transition to something more natural, knowing it wouldn't compromise my health. My family and my patients in Uniontown were my driving force. Witnessing the success of the plant firsthand fueled my determination to break the stigma surrounding cannabis. I'm passionate about sharing this success and have been deeply inspired by the countless patients who've shared their own stories with me. Maitri is more than just a job to me; it's a way of life. I am wholeheartedly dedicated to what I do, and I'm committed to growing and helping more patients along the way.

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

Let's dive in. I'll be candid—I'm not one to boast about personal growth, but here's the truth: I was the first one to hop aboard the Maitri train, and I'm still here today, proudly standing as one of the leading women in this entire company! It's been a journey fueled by relentless effort and unwavering perseverance. Through the ups and downs, I've remained steadfast in embodying the spirit of "Maitri." In an industry rife with challenges like flower shortages and constant business shifts, I've made it a point to turn every obstacle into an opportunity for growth. I've learned firsthand the power of resilience—using setbacks as fuel to propel forward and demonstrate what's possible. Maintaining a positive outlook has been key. I firmly believe in radiating positivity and being the energy that uplifts and inspires the team. It's about fostering a vibe where everyone can thrive and succeed together. So, let's keep pushing, stay positive, and show the world what we're made of!



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

To be honest, before stepping into this industry, I didn't have many influencers outside of it. My inspiration mainly stems from within the cannabis community itself. One of my earliest influencers was Carrie Worsk. She was an absolute powerhouse back in the day, and I learned so much from her. Today, Carrie and her husband run their own dispensary company in PA, called Black Bear Hemp Dispensary. Just recently becoming a new mom, she continues to be a leading woman in the cannabis industry—a true inspiration. Another significant figure in my journey is Terri Kroh (RPH). Throughout my time at Maitri, Terri has been a guiding light, teaching me invaluable lessons and shaping me into the positive leader I am today. While I could go on and on about the remarkable women who have influenced me, I'll keep it brief. The current women leaders at Maitri have had an indelible impact on me. Even those who've been here for a short while have left a profound mark in just a few months. It's a testament to the unmatched female empowerment and mentorship within this industry.

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

I believe that highlighting our women leaders this month and in the future can make a significant impact. Many are unaware of the number of women in leadership roles within the cannabis industry, and it's crucial to bring attention to their contributions. As I move forward in my current role, I am committed to taking charge of this initiative and will persistently empower and promote these women for years to come!! I believe that highlighting our women leaders this month and in the future can make a significant impact. Many are unaware of the number of women in leadership roles within the cannabis industry, and it's crucial to bring attention to their contributions. As I move forward in my current role, I am committed to taking charge of this initiative and will persistently empower and promote these women for years to come!!

