

# WHICH ROLES DO THEY PLAY IN THE INDUSTRY?



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The career paths of the women in cannabis are as diverse as the people themselves.

This is in part due to the wide variety of jobs within the supply chain, whether they be with plant-touching licensed operators or ancillary businesses supporting the burgeoning space.

The majority of respondents stated they were in cannabis full-time. Many of the survey respondents (nearly 40%) own their companies, which is higher than the national average of 25% (according to a 2017 analysis by [MJBizDaily](#)).

This section dives deeper into what the women in cannabis do for work and where they are in their journeys. We heard from every sector of the industry and were impressed by how many unique skill sets respondents had, indicating a remarkable amount of talent among the women in our space.



*I support the Industrial Hemp industry because I believe hemp can solve many of our world's challenges like pollution, depletion of our rainforest, and toxins in our daily lives.*

***I see my role in the hemp industry as a connector, enabler, visionary and truth seeker.***

*I can't ask for anything more from life right now.*

DIRECTOR OF PROGRAM DEVELOPMENT, MI



# WHAT IS THEIR ROLE IN THE INDUSTRY?

39% of respondents are business owners, 60% work in a full-time position and 26% have a part-time job.

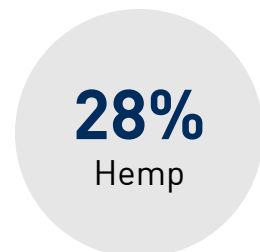
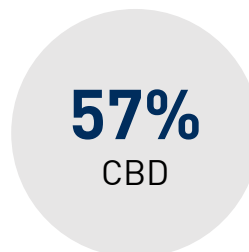
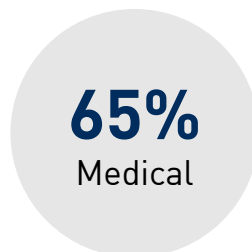
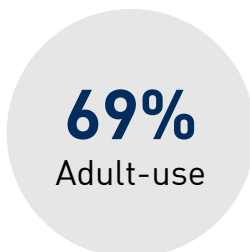
20% of women work multiple jobs in cannabis.

Many also work in more than one type of business – whether plant-touching, ancillary or as an independent contractor supporting the industry.

EMPLOYMENT STATUS	PART-TIME	FULL-TIME	BUSINESS OWNER
Plant-touching	6%	28%	15%
Ancillary business	6%	20%	24%
Independent contractor/ freelancer	14%	12%	
<b>TOTAL</b>	<b>26%</b>	<b>60%</b>	<b>39%</b>

\*Note: Total is greater than 100% - choose all that apply.

For those working in or owning plant-touching businesses, the majority represent adult-use or medical cannabis.



Q5. What is your employment status in the cannabis/CBD/hemp industry? Choose all that apply.

Q6. In which of the following sectors of the cannabis industry do you (or your company) operate? Check all that apply.



## IN MY WORDS...

*I've spent 47 years in the cannabis underground and industry, from international smuggling during the 1970s to recent medical/ recreational state domestic sales, production and compassion.*

***Along the way, I have morphed from outlaw to pioneering legal entity and back to outlaw with "legalization."***

*I think there is an important story to be told about those of us who have had every advantage in the legal systems but turned our back in order to follow a compassionate track even as legalizing states undermine medical rights and access.*

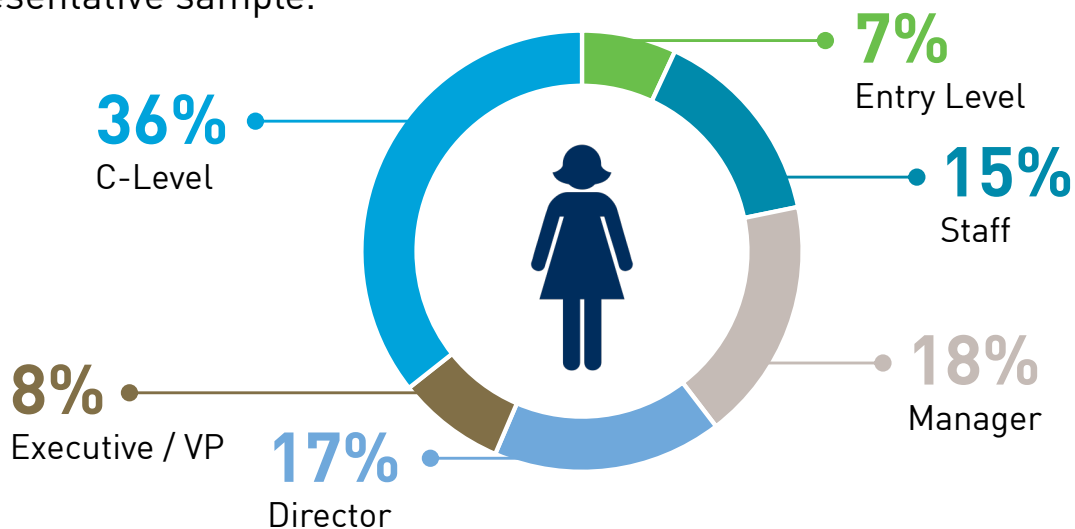
VISIONARY/FOUNDER, WA



# THEIR CAREER STAGE

The majority of our study participants are further along in their careers – 44% are executives and business owners.

The sample is underrepresented with women at entry-level and non-management roles. Future research efforts will focus on recruiting a representative sample.



In addition to their current position in the cannabis industry, almost half of respondents indicate that they are an owner/founder of a business (not necessarily in cannabis).

However, fewer than 1 in 5 are advisors, Board members or investors.



**48%**  
Owner/Founder



**18%**  
Advisors



**15%**  
Board of Directors



**10%**  
Investors

# HOW MANY PEOPLE IN THEIR COMPANY?

Almost half of the business owners in the study operate one-woman enterprises, while another 44% have fewer than five employees.

In comparison, respondents working for someone else are significantly more likely to work in a larger organization.

	<b>BUSINESS OWNERS</b> N=490	<b>EMPLOYEES</b> N=510
0 – It’s just me	47%	n/a
1-5	44%	18%
6-10	9%	15%
11-50	9%	29%
51-100	1.2%	16%
101-1,000	1.2%	20%
1,001-3,000	0%	1.2%
3,001+	0%	0.2%

Q43. COMPANY EMPLOYEES: How many people work in your company (in the cannabis industry)?

Q44. BUSINESS OWNERS: How many part-time or full-time employees do you have on the payroll (not including independent contractors)?



# WHERE DO WOMEN WORK?

We asked respondents to identify the sector of the cannabis industry where they work – they could choose all that apply.

Just under 1/3 of study respondents are in Creative Services, and 22% work as consultants or coaches.

Black women were significantly less likely to work in Accounting/Finance/Bookkeeping and Media/Content Provider.

## SUPPORT-RELATED

Creative Services Advertising, Marketing, Branding, Design, PR, Packaging or Promotional Items	29%
Consultant/Coach Business, Compliance, Licensing, etc.	22%
Media/Content Provider	17%
Networking Assn., Event Production/Mgt.	13%
Accounting, Finance, Bookkeeping	9%
Non-profit	8%
Staffing	6%
Tech/CRM	5%
Banking & Payments	5%
Food Service/Restaurant/Catering	5%
Legal/Compliance	4%
Education	3%

## A large number of women in the supply chain work in brands or retail, representing over 50% of survey respondents

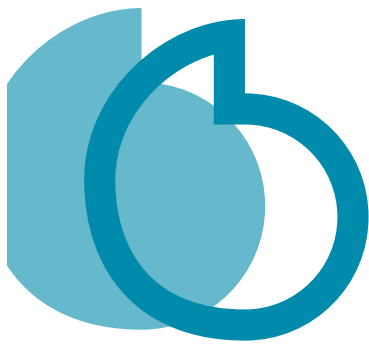
Black women are significantly less likely to work in Extraction, or as a Grower. Asian women are significantly more likely to work in Laboratories/Testing Facilities. Hispanic women are significantly more likely to work in Networking Associations/Event Production.

### PLANT / PRODUCT-RELATED

Branded Consumer Packaged Goods Flower, edibles, drinks, extracts, oils, topicals, etc.	29%
Retail	23%
Grower/Cultivator	17%
Distribution	16%
Extraction	9%
Product Formulator/White Label	8%
Consumption Devices Vape pens, Pipes, Glass, Etc.	7%
Physician/Nurse/Medical Marijuana Caregiver	7%
Biotech (Product Development)	6%
Laboratory/Testing	5%
Processing Equipment	3%







## IN MY WORDS...

*I have been a woman, mommy, wife, artist, community leader, ordained minister and avid cannabis user for over 20 years in Colorado.*

***Because of cannabis I have my life, my son, my mom and so many friends on this great planet who otherwise wouldn't be here anymore.***

*I have fought and will continue to fight until cannabis use is normalized!!!*

DIRECTOR OF MARKETING AND PROMOTIONS, CO

*I have been trying to find my purpose and where I fit in the career world for a very long time. Nothing has ever fit right, I might have liked where I worked but it never felt like it was where I was supposed to be.*

***Working in the cannabis industry feels more like my career home than any other place I have ever worked. I love the industry, my job, and everything about it.***

*Finally finding my purpose, career home and earning a decent income is what defines success for me.*

MANAGER, OK

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# MY DEFINITION OF SUCCESS...

*Break-even financials with growth in sales volume and employment roles.*

*Success for me would be able to pay myself, cover all costs, and employ people at highest rate of pay and benefits in our region & industry.*

CEO/FOUNDER, IL

*Being in charge of white cisgender men and having them cringe at my authority.*

CHIEF VISIONARY OFFICER, CA

*Starting and maintaining 2 companies from the ground up without outside investment.*

*Winning multiple awards for our Cannabis flower.*

*Having been able to achieve more personal time, financial freedom and having trained a good team to do most of the work on the ground,*

*Feeling happy and content overall with my businesses and able to play a lead role in the companies' direction.*

CO-FOUNDER, DIRECTOR OF CULTIVATION, OR



## IN SUMMARY...

The cannabis industry has many distinct job opportunities, and the participants in our study come from across the vertical.

From entry-level to the C-suite, the women in cannabis are at various stages of their careers but are all equally inspiring in their journeys. Many are founder/owners, an exciting statistic that showcases the determination and grit of the women in our space.

A large majority of our business-owning respondents reported running small teams or even flying solo. We believe these numbers will change as market expansion continues and the supply chain evolves. Our hope is to see these business owners thrive, opening even more opportunities to other women wishing to advance their careers.

There is no dominant sector of cannabis that women tend to flock to; we are everywhere. From seed to sale, women are taking this industry to the next level —and we're only getting started.



**What is your  
dream cannabis  
job? Do you  
already have it?**

# We are shaping the future.



**The women of FlowerHire** (left to right): Liz Lynch, *Talent Success Executive*; Melissa O'Brien, *CareersinCannabis.com Community Manager*; Tekisha Harvey, *Director of Marketing*; Karen Meshkov, *Partner/FlowerHire Senior Advisors*; Sarah Raeke, *Talent Success Executive*; Lauren Ryan, *Content Writer*; Samantha Harrington, *Managing Partner*; Kelsey Barton, *Director of Client Services*; Amirose Eisenbach, *Director of Client Services/Creative Producer*; Olivia Doherty, *Operations*. **Not pictured:** Julia Swensen, *Director of Cultivation Practice*; Aisha Alves, *Client Services Manager*; Elle Lichte, *Client Services Manager*; Eliana Zwirn, *Sr. Talent Success Executive*; Herlena Harris, *Talent Success Executive*.

**And wait till you meet the women we're placing.**

FlowerHire connects the planet's best talent to the world's most exciting growth industry. Find your next strategic hire at [FlowerHire.com](https://www.flowerhire.com).



TALENT IN CANNABIS™

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# REPORT CHAPTERS

Interested in learning more? Download additional results at [womenincannabis.study/study-chapters](https://womenincannabis.study/study-chapters).

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Leverage the Power of the Data

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Profiles of Women in Cannabis

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# THANK YOU

WOMEN IN CANNABIS  
*a Living History*

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