



# 500 HOTTEST *Cannabis Jobs*



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CANNABIS KNOWLEDGE AROUND THE GLOBE**

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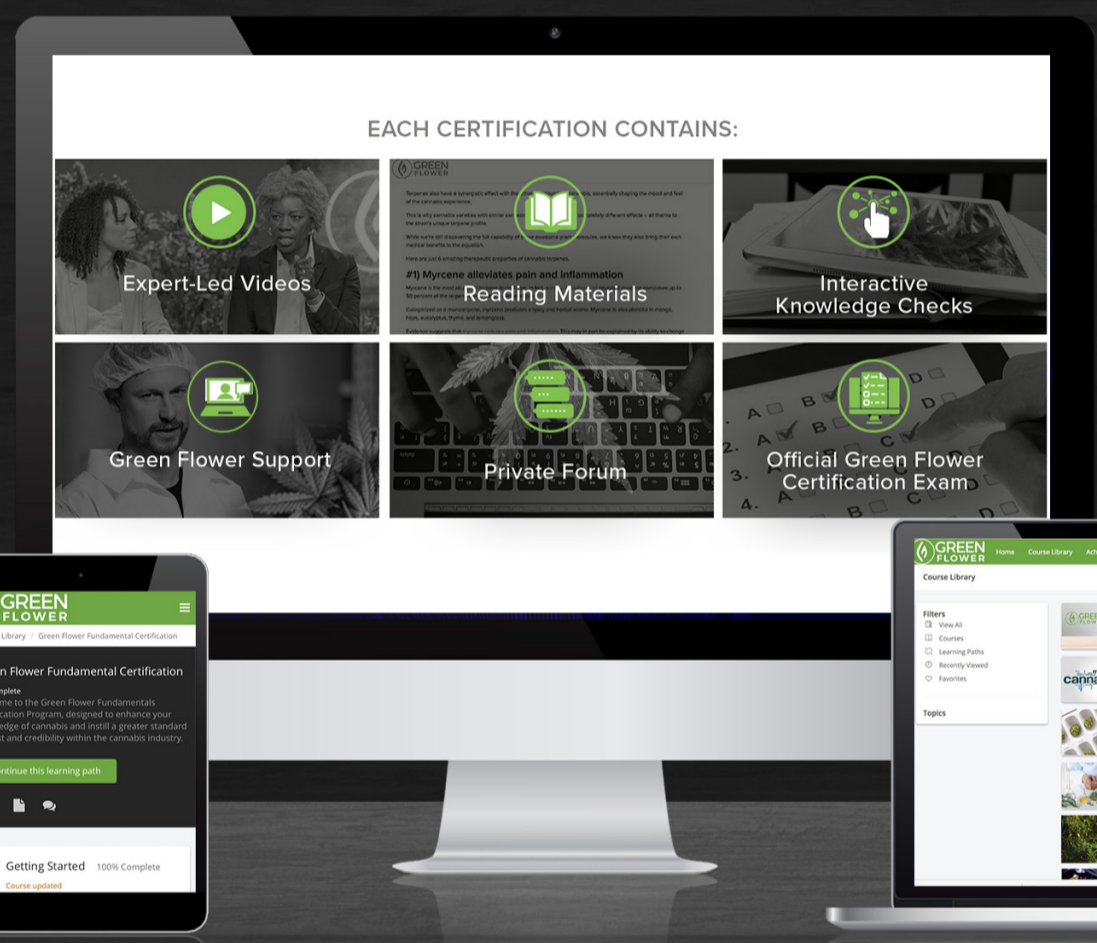
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**600+** Companies Hiring Through Vangst

**250,000+** Jobs to Fill by 2020

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## INTRODUCTION

# WELCOME TO THE BOOMING CANNABIS INDUSTRY

Business revolutions are not very common, and yet here we are living in the midst of one right now.

The emerging legal cannabis industry is the most exciting industry on the planet and is expanding in size every day.

People are scrambling to get into the cannabis industry today in a way that has never been seen before in the business world.

With so many cannabis growth projections shattered year in and year out, it is amazing to think this plant has been prohibited in the U.S. since 1937. And then California became the first state to legalize cannabis for medical use in 1996, ushering in the start of the legal cannabis industry that we have today.

Since that time the cannabis industry has grown from a handful of businesses operating in a grey area to a real powerhouse.

According to [Arcview Market Research](#), North America's legal industry sold over \$10 billion worth of cannabis in 2017 alone. That's a 33% jump from 2016.

As new cannabis states ramp up sales – and with Canada adult-use laws entering the picture – Arcview estimates an even greater rate of growth for 2018 and beyond.

# **COLORADO ALONE SOLD OVER \$1.5 BILLION OF CANNIBIS IN 2017. THAT'S 1 STATE IN 1 YEAR.**

In Alaska and Nevada, [cannabis sales totals](#) significantly exceeded initial projections.

In Nevada specifically, sales totals for the first year of adult-use cannabis exceeded official state revenue projections by 25%. And Nevada is only just getting started!

Other states that are just getting started with adult-use sales include California and Massachusetts, which have a combined population of over 45 million people and – like Nevada – have huge tourist populations visiting as well.

Once those states are at full steam, along with the remaining legal states, the sales figures are guaranteed to be staggering even if no one knows for sure what they will end up being.

The legal industry is also generating taxes and jobs at an ever-increasing rate. In Colorado, the first state to allow adult-use cannabis sales, the state received over [\\$247 million](#) in taxes and fees from the cannabis industry – in just 2017. 2018 is expected to bring in an even larger amount of revenue for Colorado.



# AND WHAT ABOUT ALL THOSE CANNABIS JOBS?

In June 2017 it was [estimated](#) that the cannabis industry had created as many as 230,000 jobs. In January 2018 [Arcview and BDS Analytics](#) projected that number to rise to 414,000 jobs by 2021, which could prove to be too conservative of an estimate.

Along with all this job creation, the cannabis industry is revitalizing parts of cities and towns that have been dormant for years.

As the industry grows, the profits for organized crime and cartels continue to plummet. Increased access to cannabis via an expanding cannabis industry is helping more people make the safer choice. As a result, law enforcement can focus on preventing real crime in areas that allow legal cannabis sales, and in some cases, legal cannabis sales are even helping fund law enforcement agencies such as in Oregon.

By virtually every measure the cannabis industry is succeeding, and that success is helping push cannabis reform efforts forward.

In 1996, the year that California legalized medical cannabis, support for cannabis legalization in the U.S. was around 25% according to Gallup. [In 2011](#) support reached 50% for the first time. In 2017 the number reached 64%. The parallel in the rise in support for legalization and the rise of the legal cannabis industry is not a coincidence.

Now imagine what all this growth will look like once all cannabis stigma is gone and more people are educated on how to incorporate this plant into their lives and get the most benefits. If you're going to work in the cannabis industry, this is a huge part of what we have set out to achieve – together.





## PART 2

# CANNABIS INDUSTRY SECTORS

When most think about jobs in the cannabis space, roles such as budtender or grower are the only things that come to mind.

However, just like most other industries, the cannabis industry is much more complex and diverse than what meets the eye – with cannabis perhaps even more so. This complexity creates a lot of challenges, and with those challenges comes opportunity.

What is it that makes cannabis such a complex space? First is the fact that cannabis is still federally prohibited, and the initial waves of state-level regulation come with a lot of tight control and bureaucratic oversight. This creates numerous hurdles that are unheard of in other industries.

The second big challenge/opportunity with legal cannabis is that most people still know very little about the plant, how to use it, how to get the most benefits.

As the cannabis industry continues to evolve, as more states legalize, and more people become curious about how this plant can benefit their lives, the opportunities in this industry will only continue to grow. As you'll see in this book, the cannabis industry has a place for professionals of every background.

To give you more context on just how professionally diverse this industry is, here's a quick overview of each of the main sectors throughout the cannabis industry.

## ACCOUNTING & FINANCE

Cannabis businesses have all the regular accounting and finance needs of any other business, and then some. Because of cannabis' status as a Schedule I controlled substance in the U.S., many businesses are prevented from using banks and have to operate cash-only which presents a lot of crazy challenges. These companies also have challenges with the IRS, which prevents them deducting business expenses. There's also the fundraising side of things as cannabis companies and investors explore potential collaborations and opportunities together. With so much happening here, if you have a strong financial/accounting background, rest assured there are plenty of businesses in this space who need your help.

## BUSINESS

We've designated this as a catch-all sector, including business executives, assistants, receptionists, HR specialists ... the list goes on at length. The industry's most promising companies are growing at light speed and it will require new infusions of entrepreneurship, business acumen, and specialization to keep things strong, streamlined, and profitable with all these growth challenges. We are seeing so many different new roles here every day.

## CULTIVATION

The cultivation sector is obviously one of the crown jewels of the cannabis industry. From small, craft cannabis farmers to massive grow operations – new opportunities here continue to emerge. From trimmers to plant breeding specialists to lighting technicians, greenhouse supervisors, contractors and more, this can be a very fun area to play if you love to be around cannabis plants.

## DISTRIBUTION

All that cannabis has to go from point A to point B somehow, right? Same goes for all the different cannabis products and devices. What makes this even more challenging for cannabis companies are vertical integration requirements where they must oversee and be responsible for all their plants from seed to sale – which includes distribution. Not easy. Think drivers, logistics, supply planners, and more. Plus, cannabis requires extra care when transporting. This plant is sensitive to light, temperature, and age – plus dried cannabis flowers can be easily damaged when mishandled.

## LEGAL

Cannabis law and regulation is a substantial challenge for cannabis businesses everywhere. State laws and regulations can be quite complex, oftentimes creating a gauntlet of hurdles and navigation points that you just don't see in other industries, mostly due to the federal status of cannabis.

In addition, cannabis businesses have many of the same legal needs as most other businesses, including things like intellectual property and trademark protection, patent protection, and corporate law. There's plenty of room for legal minds in the business sector to come in and support both new and thriving businesses.

## LIFESTYLE

With cannabis legality taking hold and cannabis stigma starting to fade, people are looking for new ways to explore and celebrate this plant or incorporate it into their lifestyle. This could include anything from guided cannabis tours to bud and breakfasts, cannabis chefs, yoga teachers, and really it stops wherever your imagination does. More people are turning to cannabis as a wellness product that can enhance their lives in many different ways when used properly.

## LOBBYING

Most industries have lobbying of some sort, and cannabis is no different. However, what makes this sector of the industry so critical is that even in states where cannabis is already legalized, there are still plenty of counties and towns which maintain bans on cannabis. What's more, new cannabis regulations are seldom perfect and often require lobbying efforts to keep them evolving in a direction of progress. Absolutely crucial for such a fast-growing industry. And of course there are the federal lobbying efforts, which remain as important as ever.

## MANUFACTURING & PRODUCTION DEVELOPMENT

From cannabis-infused edibles, tinctures, extraction, to vape devices and even cannabis carrying cases, and so much more – the marketplace is literally exploding with new and innovative products. With those products and devices comes plenty of demand for professionals with and without cannabis backgrounds, who can help with things like product design, labeling, packaging, engineering, machine maintenance, compliance, logistics, and you get the idea...

## MARKETING

Like the other sectors, there is much more opportunity here than the outsider might realize. Cannabis companies, both ancillary and those that touch the plant, are always looking for new ways to connect with their target demographics while also expanding their reach. Because a lot of people are new to cannabis or don't know very much about it, this creates a lot of fun challenges where marketing professionals and content creators can come in and play and really add value to the industry in multiple ways. From SEO to copywriting to social media, all the way up to directors of marketing, this is an extremely hot area in the cannabis world. Naturally, the cannabis space runs into hurdles here as well with restrictions on social media and YouTube, etc., which makes this a perfect venue for those who love a challenge.

## MEDIA

This is a fast-growing area in cannabis, closely tied with marketing efforts, where a lot of cannabis companies are using investment dollars to ramp up content production. Video production, graphic design, blogs, podcasts, even music producers can find a role in the ever-growing cannabis media landscape. We're at the point now where cannabis consumers aren't just hungry for any cannabis content, they want quality.

## MEDICINE & HEALTH

Did you know that more than a decade after Colorado first legalized cannabis for medicinal use, most hospitals and physicians were still ill-equipped to even handle questions about cannabis? Now imagine the challenges in brand-new medical cannabis programs. The truth is cannabis isn't really something they teach in med schools (yet), and most established physicians are not going to have a lot of time to dive too deep into learning about it, although more of them are getting curious!

This is where cannabis specialists come in, ready to assist people, or even institutions, that need careful guidance in getting on track with personal cannabis regimens. Example roles in this sector include caretakers to grow or purchase cannabis medicine for patients who can't do it themselves, cannabis physical therapists, medical directors for dispensaries, and plenty of room for nurses, physicians, and practitioners who want to specialize in cannabis as well.

## RETAIL

The friendly faces behind the counter at your local dispensary are just one component of an increasingly complex cannabis retail environment. As cannabis retail sites strive to serve an ever-widening range of demographics and ever-growing customer demand, we're seeing all sort of opportunities pop up here, from entry level positions like cashier to receptionist, patient consultants, store managers, inventory specialists, security, merchandising experts, directors of retail, and more. A lot happening in the cannabis retail world every day!

## SALES

Nothing happens until you get out there and make a sale. A lot of great cannabis products and services are entering the market, and they need competent sales professionals to get out there and rock those revenue goals. This space is perfect for sales specialists who love a challenge, which can range from competing in a crowded marketplace to trailblazing new sales territories and demographics, people who are just now getting curious about cannabis.

## SCIENCE

Science is becoming an increasingly vital sector of the cannabis industry. One of the industry's greatest concerns, quality and assurance, hinges on accurately lab testing cannabis so that we know what's in it – and what's not in it. This includes screening for contaminants such as dirt, fungus, pesticides, and mold. And it also includes analysis of cannabinoid and terpene profiles, which allow people to make informed purchasing and dosing decisions. And that's just the beginning of the science sector. We are also seeing more science-related roles open up such as with product companies looking to fill out their R&D departments, grow operations looking for plant scientists, and of course the ongoing effort in cannabis research, helping to further humanity's knowledge of this plant.

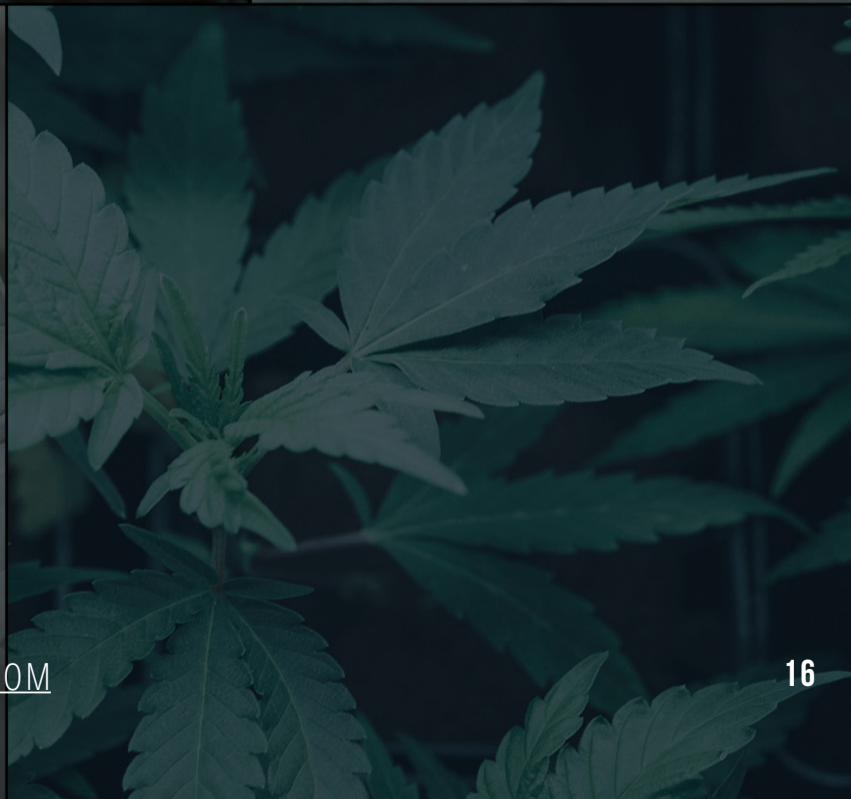
# TECH

Where would the average cannabis business be without tech support? Tech professionals have found all sorts of opportunities to come in and add value, helping businesses build and maintain their websites and apps. Additionally, businesses that actually touch the plant rely heavily on seed-to-sale tracking software and point-of-sale software to help make sure they meet regulatory requirements. The success or failure of many cannabis businesses depends on their ability to get the tech component dialed in.





# 500 HOTTEST CANNABIS JOBS





# ACCOUNTING & FINANCE

- CORPORATE CONTROLLER
- MANAGER OF FINANCIAL REPORTING & ANALYSIS
- ACCOUNTING ASSISTANT
- FINANCIAL CONTROLLER
- ACCOUNTS PAYABLE SPECIALIST
- SENIOR ACCOUNTANT
- CANNABIS LOAN OR FUNDING SPECIALIST
- FISCAL ANALYST
- STAFF ACCOUNTANT
- CANNABIS TAX SPECIALIST
- FINANCIAL ADVISOR
- CHIEF FINANCIAL OFFICER
- VICE PRESIDENT OF FINANCE
- BUSINESS DEVELOPMENT & FUNDRAISING MANAGER
- HEAD OF INVESTOR RELATIONS
- PRINCIPAL COST ACCOUNTANT
- FIXED ASSET ACCOUNTANT
- CORPORATE TREASURER
- PAYROLL MANAGER
- ACCOUNTS RECEIVABLE SPECIALIST
- CHIEF REVENUE OFFICER
- ARMORED TRANSPORT FOR CASH
- ACCOUNTS RECEIVABLE CLERK
- ACCOUNTS PAYABLE CLERK
- BOOKKEEPER
- SENIOR RETAIL FINANCIAL ANALYST

# BUSINESS

- EXECUTIVE ASSISTANT
- OFFICE MANAGER
- PROJECT MANAGER
- ADMINISTRATIVE ASSISTANT
- CONSTRUCTION PROJECT MANAGER
- HR MANAGER
- HR ASSISTANT
- HR DATA PROCESSOR
- RECEPTIONIST
- BUSINESS ANALYST
- WORKFORCE MANAGER
- BUSINESS INTELLIGENCE DEVELOPER
- CHIEF OPERATING OFFICER
- ASSOCIATE FOR STRATEGY & INVESTOR RELATIONS
- MERGERS AND ACQUISITIONS ANALYST
- BUSINESS INTEGRATION MANAGER
- TALENT ACQUISITION MANAGER
- CANNABIS INDUSTRY CONSULTANT
- INDUSTRY ANALYST
- CANNABIS REALTOR
- CANNABIS SECURITY CONSULTANT
- CANNABIS SECURITY GUARD COMPANY
- CANNABIS CONTRACTOR
- CANNABIS RISK MANAGER
- DATA ANALYST
- BUSINESS SYSTEMS ANALYST
- VICE PRESIDENT OF STRATEGIC PROJECT MANAGEMENT OFFICE
- VICE PRESIDENT OF BUSINESS INTELLIGENCE
- BUSINESS OPERATIONS MANAGER
- PRIVATE INVESTIGATOR
- REGULATORY LICENSING MANAGER
- COMMUNICATIONS SPECIALIST

- CORPORATE DEVELOPMENT SPECIALIST
- OPERATIONS SUPPORT SPECIALIST
- HR BENEFITS COORDINATOR
- SURVEILLANCE ANALYST
- DIRECTOR OF NEW STORE DEVELOPMENT
- CORPORATE RECRUITER
- CHIEF OF STAFF
- EXECUTIVE VICE PRESIDENT
- DIRECTOR OF BUSINESS TRANSFORMATION
- CORPORATE TRAINER
- CHIEF INFORMATION OFFICER
- MANAGER OF STAKEHOLDER RELATIONS
- BUSINESS INTELLIGENCE LEAD
- MANAGER OF STRATEGIC PARTNERSHIPS
- TOTAL REWARDS MANAGER
- FINANCIAL RECONCILIATION SPECIALIST
- RESEARCH & MANAGEMENT ANALYST
- JANITORIAL CLEANER
- TRAINING AND QUALITY COORDINATOR
- TRAINING MANAGER
- PEOPLE AND CULTURE COORDINATOR
- COMPLAINTS COORDINATOR
- PROJECT DOCUMENTATION SPECIALIST
- HEALTH, SAFETY AND TRAINING COORDINATOR
- JUNIOR DOCUMENTATION CONTROL SPECIALIST
- INTERNAL COMMUNICATIONS MANAGER

# CULTIVATION

- CULTIVATION MANAGER
- DIRECTOR OF CULTIVATION
- CANNABIS PROCESSOR
- GENERAL FIELD LABORER
- CHIEF OPERATING OFFICER
- CULTIVATION TECHNICIAN
- TRIMMER
- AGRICULTURAL DIRECTOR — GREENHOUSE
- MASTER GROWER
- ASSISTANT GROWER
- AGRONOMY MANAGER
- PLANT HEALTH MANAGER
- PROGRAM ANALYST
- PLANT BREEDER
- PLANT MOLECULAR BIOLOGIST
- PLANT MANAGER
- NUTRIENT MANAGER
- GREENHOUSE MANAGER
- POST-HARVEST MANAGER
- COMPLIANCE OFFICER
- DIRECTOR OF SALES
- INTERNATIONAL BUSINESS DEVELOPMENT
- INVESTOR RELATIONS
- VICE PRESIDENT OF ENERGY
- FACILITIES ENGINEER
- WAREHOUSE SUPERVISOR
- CONSTRUCTION PROJECT MANAGER
- RESEARCH ASSISTANT
- SENIOR INNOVATION MANAGER
- CLIENT SERVICE REPRESENTATIVE
- DOCUMENTATION SPECIALIST
- LOGISTICS COORDINATOR FOR CULTIVATION
- OPERATIONS ANALYST
- IRRIGATION TECHNICIAN
- ASSISTANT IRRIGATION SPECIALIST
- RESEARCH AND DEVELOPMENT MANAGER FOR CULTIVATION
- PEST MANAGEMENT SPECIALIST
- FERTIGATION LEAD

# CULTIVATION

## CONTINUED

- INFRASTRUCTURE ARCHITECT
- FORMULATION TECHNOLOGIST
- GENERAL LABORER
- CONTROL SYSTEMS MONITOR
- TECHNICAL DIRECTOR
- GREENHOUSE CONSULTANT
- GREENHOUSE SUPERVISOR
- LABOR MANAGER
- VP OF PRODUCTION
- GREENHOUSE WORKER
- PRODUCTION SHIFT LEAD
- PLANT NUTRITIONIST
- QUALITY CONTROL MICROBIOLOGIST
- SECURITY SUPERVISOR
- SANITATION TECHNICIAN
- AGRICULTURAL ECONOMIST
- PACKAGING CLERK
- FACILITY POD MANAGER
- DATA ENTRY CLERK
- PROPAGATION MANAGER
- PLANT PATHOLOGIST
- VAULT SUPERVISOR
- INDUSTRIAL CLEANER
- AQUAPONIC TECHNICIAN

# DISTRIBUTION

- INVENTORY SPECIALIST
- BUYER/PLANNER
- ORDER ADMINISTRATOR
- DRIVER
- STRATEGIC BUYER
- CHIEF REVENUE OFFICER OF DISTRIBUTION
- INVENTORY MANAGER

# DISTRIBUTION

## CONTINUED

- LOGISTICS OFFICER FOR DISTRIBUTION
- ACCOUNT MANAGER
- CUSTOMER SERVICE
- FULFILLMENT AND SHIPPING SPECIALIST
- TECHNOLOGY MANAGER
- REGIONAL MANAGER
- RELATIONSHIP MANAGER
- SPECIAL EVENTS COORDINATOR
- PACKAGING MANAGER
- SUPPLY CHAIN MANAGER
- PRODUCTS MANAGER
- REGIONAL DISTRIBUTION SUPERVISOR
- DISTRIBUTION CENTER MANAGER
- SENIOR LEADER OF CANNABIS MANUFACTURING AND DISTRIBUTION
- TRANSPORTATION MANAGER
- ACCOUNT REPRESENTATIVE
- FIELD OPERATIONS DIRECTOR
- ACCOUNT EXECUTIVE
- CANNABIS FACILITY FULFILLMENT & INVENTORY CONTROL TECHNICIAN
- WAREHOUSE WORKER
- DIRECTOR OF DISTRIBUTION
- FLEET MANAGER
- PROCUREMENT ADMINISTRATOR
- PROCUREMENT SPECIALIST

# LEGAL

- CORPORATE ASSOCIATE
- CORPORATE COUNSEL
- ASSOCIATE ATTORNEY
- REAL ESTATE ATTORNEY
- CANNABIS CONTROL SECTION DEPUTY
- SENIOR CORPORATE ATTORNEY
- CANNABIS PROGRAM SPECIALIST
- LICENSING COORDINATOR
- STATE GOVERNMENT AFFAIRS DIRECTOR
- APPLICATION WRITER
- COMPLIANCE MANAGER
- COMPLIANCE OFFICER
- REGULATIONS INSPECTOR/SPECIALIST
- CORPORATE PARALEGAL
- CANNABIS BAIL BONDS
- DEFENSE ATTORNEY
- CHIEF LEGAL OFFICER
- LAW CLERK
- PATENT LAWYER/SPECIALIST
- MANAGER OF REGULATORY COMPLIANCE AND FINANCIAL REPORTING
- LIQUOR AND CANNABIS INSPECTOR
- REGIONAL INSPECTOR
- JUNIOR IN-HOUSE COUNSEL

# LIFESTYLE & WELLNESS

- CANNABIS CHEF
- CBD CHEF
- CANNABIS NUTRITIONIST
- CANNABIS FITNESS INSTRUCTOR
- CANNABIS YOGA TEACHER
- CANNABIS MEDITATION GUIDE
- CANNABIS SPIRITUALITY COACH
- CANNABIS SEX EDUCATOR
- MEDICAL CANNABIS PARENTING COACH
- CBD FITNESS INSTRUCTOR
- CBD HEALTH COACH
- CANNABIS TRAVEL SPECIALIST
- CANNABIS TOUR GUIDE
- CANNABIS RESORT PLANNER
- CANNABIS WEDDING PLANNER

# LOBBYING

- EXECUTIVE DIRECTOR
- DIRECTOR OF PUBLIC AFFAIRS
- RESEARCHER AND QUANTITATIVE ANALYST
- CANNABIS LOBBYIST
- CANNABIS RESEARCHER
- CBD LOBBYIST
- HEMP LOBBYIST
- DIRECTOR OF LEARNING AND DEVELOPMENT
- DIRECTOR OF LOSS PREVENTION
- CANNABIS HISTORIAN



# MANUFACTURING & PRODUCT DEVELOPMENT

- QUALITY CONTROL AGENT
- INDUSTRIAL DESIGNER
- EXTRACTION TECHNICIAN
- ELECTRICAL ENGINEER
- SENIOR ELECTRICAL ENGINEER
- PRODUCTION ASSISTANT
- PRODUCTION SPECIALIST
- PROJECT ENGINEER
- ENCAPSULATION & PACKAGING MANUFACTURING OPERATOR
- PACKAGING PROCESSING TECHNICIAN
- PACKAGING AND LABELING TECHNICIAN
- DIRECTOR OF QUALITY ASSURANCE
- EXTRACTION MANAGER
- BEVERAGE PRODUCTION ASSISTANT
- KITCHEN MANAGER
- PRODUCT MANAGER
- PRODUCT DESIGNER
- HEAD OF ENGINEERING
- PACKAGING SUPERVISOR
- PRODUCTION DEVELOPMENT MANAGER
- CANNABIS-INFUSED PRODUCT CHEF
- BLENDING & HOMOGENIZING TECHNICIAN
- MECHANICAL DESIGN ENGINEER
- DIRECTOR OF OPERATIONS
- QUALITY ENGINEER
- MANAGER OF EDIBLES
- MANAGER OF TOPICALS
- CONTROLLER — MANUFACTURING
- PRODUCTION WORKER
- PLANT TISSUE CULTURE TECHNICIAN
- MANUFACTURING MANAGER
- MACHINERY MAINTENANCE SPECIALIST

# **MANUFACTURING & PRODUCT DEVELOPMENT**

## **CONTINUED**

- **VICE PRESIDENT OF QUALITY**
- **FINISHED GOODS ASSOCIATE**
- **DIRECTOR OF EXTRACTION**
- **ENVIRONMENTAL HEALTH & SAFETY ASSOCIATE**
- **LEAN MANUFACTURING SIX-SIGMA SPECIALIST**
- **CATEGORY MANAGER**
- **INDUSTRIAL MECHANIC**
- **TECHNICAL TRANSFER SPECIALIST**
- **HEAD OF MANUFACTURING OPERATIONS**
- **OIL PRODUCT PROCESSING SPECIALIST**
- **SOFT GEL ENCAPSULATION MANAGER**
- **FOOD AND EDIBLES PRODUCT DEVELOPMENT MANAGER**

## **MARKETING & PR**

- **BRAND MARKETING MANAGER**
- **CONTENT MARKETING MANAGER**
- **DIGITAL MARKETING SPECIALIST**
- **SENIOR COPYWRITER**
- **COPY EDITOR**
- **DIRECTOR OF PUBLIC RELATIONS**
- **DIRECTOR OF MARKETING**
- **SEO MANAGER/SPECIALIST**
- **ACCOUNT SUPERVISOR FOR MARKETING AND PR**
- **MARKETING INTERN**
- **SOCIAL MEDIA EDITOR**
- **SOCIAL MEDIA COPYWRITER**
- **BRAND AMBASSADOR**
- **MARKETING COMMUNICATIONS MANAGER**

# MARKETING & PR

CONTINUED

- MARKETING ASSOCIATE
- TRADE MARKETING MANAGER
- BRAND SPECIALIST
- EVENT ASSOCIATE
- EVENT COORDINATOR
- E-COMMERCE DIVISION MANAGER
- FIELD MARKETING MANAGER
- CHIEF MARKETING OFFICER
- FIELD TEAM MANAGER
- AFFILIATE MANAGER
- REGIONAL FIELD MARKETING MANAGER
- MARKETING COORDINATOR
- CONTENT & COMMUNITY COORDINATOR
- PRODUCT MARKETING MANAGER
- GROUP MANAGER, BRAND STRATEGY & MANAGEMENT
- INFLUENCER MARKETER
- COMMUNITY MANAGER
- MARKET RESEARCH ANALYST
- DATA SCIENTIST
- AD SALES SPECIALIST
- INSTAGRAM ADS MANAGER
- FACEBOOK ADS MANAGER
- CLICK FUNNEL SPECIALIST
- BLOG MANAGER
- FREELANCE WRITER
- PUBLIC RELATIONS SPECIALIST
- CUSTOMER SERVICE SPECIALIST
- PACKAGING DESIGNER
- CANNABIS JOURNALIST
- CUSTOMER CARE REPRESENTATIVE
- ART DIRECTOR
- CREATIVE DIRECTOR
- NEWSLETTER EDITOR
- MEDIA RELATIONS ASSOCIATE
- CONTENT STRATEGIST
- EMAIL MARKETING SPECIALIST
- MEDICAL MARKETING COORDINATOR
- VP OF PRODUCT MARKETING
- DIRECTOR OF STRATEGIC COMMUNICATIONS
- EXPERIENTIAL MARKETING MANAGER

# MEDIA

- VIDEO PRODUCER
- VIDEO EDITOR
- VIDEOGRAPHER
- VIDEO SCRIPT WRITER
- VIDEO SOUND DESIGNER
- MULTIMEDIA EDITOR
- ASSOCIATE PUBLISHER
- CANNABIS PHOTOGRAPHER
- GRAPHIC DESIGNER
- SENIOR GRAPHIC DESIGNER
- NEWS EDITOR
- ASSISTANT EDITOR
- MANAGING EDITOR
- EXECUTIVE ONLINE EDITOR
- COPYWRITER
- TECHNICAL WRITER
- TRANSLATOR
- TRANSCRIPTION SPECIALIST
- YOUTUBE MANAGER
- WEB CONTENT WRITER
- DESIGN ASSISTANT
- INFORMATION CONTENT EDITOR
- ON-CAMERA HOST
- PODCAST HOST
- PODCAST PRODUCER
- AUDIO ENGINEER
- CANNABIS WEB SERIES PRODUCER
- SENIOR TECHNICAL WRITER
- MUSIC PRODUCER
- FRENCH CONTENT WRITER/  
TRANSLATOR
- GERMAN CONTENT WRITER/  
TRANSLATOR
- SPANISH CONTENT WRITER/  
TRANSLATOR

# MEDICINE/HEALTH

- PHYSICIAN
- NURSE PRACTITIONER
- WELLNESS COORDINATOR
- PATIENT LIAISON LEAD
- PATIENT SERVICES REPRESENTATIVE
- CANNABIS PATIENT CONSULTANT
- CARETAKER
- MEDICAL DIRECTOR
- CANNABIS ANIMAL HEALTH SPECIALIST
- PHYSICAL THERAPIST
- CANNABIS SPORTS NUTRITIONIST
- CANNABIS MASSAGE THERAPIST
- CANNABIS WEIGHT LOSS ADVISOR
- CANNABIS THERAPIST
- PAIN MANAGEMENT CONSULTANT
- PHYSICIAN / NURSE EDUCATOR
- MEDICAL OUTREACH
- MEDICAL SUPERVISOR
- DIRECTOR OF MEDICAL STRATEGY
- PHARMACEUTICAL INDUSTRY SPECIALIST
- MEDICAL LIAISON
- PATIENT ADVISOR
- MEDICAL ADMINISTRATIVE MANAGER
- CLINICAL INFORMATION & COMMUNICATION MANAGER
- MEDICAL OFFICE ASSISTANT
- REGISTERED NURSE
- CLINICAL EXTENDER
- CLINIC MANAGER
- PATIENT EXPERIENCE MANAGER
- ONBOARDING REPRESENTATIVE
- SENIOR HEALTHCARE DATA SYSTEMS COMPLIANCE ADMINISTRATOR
- PHARMACY ASSISTANT/TECHNICIAN
- BILINGUAL TELEMEDICINE NURSE PRACTITIONER

# RETAIL

- **BUDTENDER**
- **BUDTENDER TRAINER**
- **PATIENT CONSULTANT**
- **GENERAL MANAGER**
- **SUPPLY MANAGER**
- **DELIVERY DRIVER**
- **RETAIL ACCOUNT MANAGER**
- **STORE MANAGER**
- **ASSISTANT MANAGER**
- **RETAIL DELIVERY ASSOCIATE**
- **DELIVERY SERVICE REPRESENTATIVE**
- **CUSTOMER EXPERIENCE MANAGER**
- **PHARMACIST IN CHARGE**
- **DISPENSARY RETAIL CONSULTANT**
- **INVENTORY SPECIALIST**
- **FRONT DESK RECEPTIONIST**
- **CHIEF RETAIL OFFICER**
- **SECRET SHOPPER**
- **SUPPLY CHAIN ANALYST**
- **PURCHASING MANAGER**
- **DIRECTOR OF RETAIL**
- **SENIOR VICE PRESIDENT OF RETAIL OPERATIONS**
- **ONLINE MENU COORDINATOR**
- **CASHIER**
- **DIRECTOR OF EDUCATION**
- **SAFETY MANAGER**
- **SAFETY TEAM MEMBER**
- **DIRECTOR OF OPERATIONS AND RETAIL**
- **HOLISTIC SERVICES DIRECTOR**
- **OMBUDSMAN**
- **SUPPLY CHAIN TRANSFER ASSOCIATE**
- **DIRECTOR OF INTEGRATED CUSTOMER EXPERIENCE**
- **EXECUTIVE DIRECTOR**
- **STOCK ASSOCIATE**
- **DIRECTOR OF RETAIL MARKETS**
- **MERCHANDISING DIRECTOR**

# SALES

- SALES EXECUTIVE
- REGIONAL SALES MANAGER
- TERRITORY SALES MANAGER
- SALES ACCOUNT MANAGER
- SALES REPRESENTATIVE
- SENIOR SALES REPRESENTATIVE
- B2B SALES REPRESENTATIVE
- DIRECTOR OF CUSTOMER ACQUISITION
- SALES DEVELOPMENT REP
- NATIONAL SALES COORDINATOR
- WHOLESALE SALES SPECIALIST
- BUSINESS DEVELOPMENT ACCOUNT EXECUTIVE
- KEY ACCOUNT MANAGER
- SOFTWARE SALES REPRESENTATIVE
- OUTSIDE SALES REPRESENTATIVE
- INSIDE SALES REPRESENTATIVE
- SALESFORCE ADMINISTRATOR
- CUSTOMER SUCCESS SPECIALIST
- BILINGUAL SALES SUPPORT REP
- E-COMMERCE OPERATIONS MANAGER
- SALES & FORECASTING ANALYST

# SCIENCE

- RESEARCH ASSISTANT
- RESEARCH DIRECTOR
- SENIOR SCIENTIST
- CANNABIS LAB MANAGER
- RESEARCH SCIENTIST
- STUDY COORDINATOR
- SAMPLER
- FIELD TECHNICIAN
- LAB ANALYST
- PROCESSING LAB TECHNICIAN
- CHEMIST
- ORGANIC CHEMIST
- APPLIED RESEARCH BIOLOGIST
- MICROBIOLOGIST
- DESKTOP SUPPORT SPECIALIST
- EXTERNAL CONTROL LABORATORY CONSULTANT
- STAFF SCIENTIST
- JUNIOR LAB TECHNICIAN
- CANNABIS LAB CHIEF OPERATIONS OFFICER
- CANNABIS LAB CEO
- LAB OWNER
- CHIEF SCIENTIFIC CONSULTANT
- LABORATORY PURCHASING MANAGER
- DIRECTOR OF BIOINFORMATICS
- VICE PRESIDENT OF SCIENTIFIC OPERATIONS
- CHIEF MICROBIOLOGIST
- CHIEF LABORATORY OFFICER
- CHIEF SCIENCE OFFICER
- FORMULATION AND TECH TRANSFER SCIENTIST
- LAB SUPPORT MANAGER
- LABORATORY TECH-ANALYST
- DIRECTOR OF CLIENT RELATIONS
- FIELD OPERATIONS MANAGER
- REGULATORY SCIENTIST
- RESEARCH ASSISTANT, PLANT GENOMICS
- DIRECTOR, FORMULATIONS CHEMISTRY AND PHARMACOLOGY



# TECH

- SOFTWARE DEVELOPER
- SENIOR FRONTEND DEVELOPER
- SENIOR WEB APPLICATION ENGINEER
- SENIOR SOFTWARE ENGINEER, BACKEND
- SOFTWARE QA SPECIALIST
- TECHNICAL SUPPORT SPECIALIST
- WORDPRESS DEVELOPER
- JR. WEB / WORDPRESS DEVELOPER
- DIRECTOR OF SAAS IMPLEMENTATION
- SR. MANAGER, DEVOPS
- SENIOR FULL-STACK ENGINEER
- DATA ENGINEER
- CRM AND DATA SUPPORT SPECIALIST
- PRODUCT DESIGNER (UI/UX)
- ENGINEERING MANAGER
- PROJECT MANAGER
- LEAD SOFTWARE DEVELOPER
- INFORMATION SECURITY ANALYST
- CYBER SECURITY
- CHIEF DIGITAL OFFICER
- NETWORK ADMINISTRATOR
- VP OF INFORMATION TECHNOLOGY
- SENIOR RUBY ON RAILS ENGINEER
- JUNIOR IT PROJECT COORDINATOR
- IT WIZARD
- MANAGER, IT ENGINEERING



# FUNDAMENTAL KNOWLEDGE YOU NEED TO SUCCEED IN CANNABIS

For almost all of these roles, if you want to be successful in the cannabis industry, the best thing you can do is equip yourself with the fundamental knowledge of cannabis.

You must be able to speak about this plant and the industry with a sense of confidence and credibility. A mastery of these fundamentals will reveal themselves not only in your professional acumen – but in your personal life as well, when people ask you what you do for a living, and you get to tell them you work in the cannabis industry.

In our experience, these kinds of conversations always lead to an opportunity to be curious and help change minds and hearts about cannabis. And if you're prepared, you'll no doubt be a true ambassador of this plant that has the ability to heal so many lives. And you'll build one hell of a cannabis career in the process.

This fundamental knowledge includes several key areas:

**The History of Cannabis:** When and how did cannabis become illegal? How was cannabis used before prohibition came along? The history of cannabis can be quite shocking, and it is essential knowledge for anybody who works in this industry.

**The Cannabis Plant:** Cannabis is a beautiful plant with a lot of different parts. Do you know them all? What about all the cannabinoids and terpenes people are just now getting curious about? You'll want to familiarize yourself with all the details here so that you can speak about this plant from an informed perspective.

**How Cannabis Works in the Body:** When we consume cannabis a lot of different things happen as these compounds from the plant bind directly and indirectly with our endocannabinoid system (ECS) in the body. The ECS is responsible for balancing out so many aspects of our health as human beings (animals also have one), and it is mind blowing that more people don't know about this system in our bodies. When you learn how the ECS works, you'll know something that most doctors don't – why cannabis is helpful for so many different ailments.

**Delivery Methods and Products:** Today we have more ways to consume cannabis than ever before and a literal explosion of new products on the market place. So many different consumption methods: smoking, vaping, edibles, tinctures, concentrates, juicing, suppositories, topicals, capsules, oil, and pain patches. Do you know the difference between each? Do you know all the advantages and disadvantages? Anybody who works for a cannabis company of any kind will want to know all this.

**Dosing:** A lot of people are confused about the nuances of cannabis dosing. How to get started? What to do when someone takes too much? How to get the most benefits? What about things like cannabis tolerance and biphasic effects? If you can cultivate a working knowledge of cannabis dosing, you'll impress employers for sure. And you will also help people around you who may be confused about cannabis dosing.

**Quality Control and Assurance:** This is a big one for a lot of cannabis industry roles. How to make sure your product is top-notch and compliant to regulations? How to distinguish from bad products in the marketplace? With so many products out there, this is a critical component of any cannabis operation. Consumers need to know they're consuming safe products, and they know need to know what's in them. And what's not in them. The best industry players will work hard to get this right.

**Cannabis Myths:** Knowing all the different cannabis myths and being able to anticipate and debunk them in conversation is another crucial trait of finding success in this industry. A lot of these old myths, even in places where cannabis is legal, continue to circulate without any science to back them up. For eight decades people were conditioned to fear cannabis, and it will take a lot of work to completely reverse those fears in favor of cannabis curiosity. Being able to discuss cannabis in a cool yet informed way is especially helpful when friends and family ask what you do for a living. You want to be able to anticipate the most common arguments/fears and turn them into important questions – with answers.

# PREPARE YOURSELF FOR CANNABIS INDUSTRY SUCCESS



## CERTIFICATIONS

It's finally here, a trusted Cannabis Certification Program designed to give you trust, credibility, and confidence in cannabis.

Some of the industry's biggest players are getting behind Green Flower's new Certification Program, and for good reason – it's a missing element the industry has been waiting for.

For groups and individuals looking to build a strong foundation in cannabis and impress potential employers, customers or clients – Green Flower Certifications will equip you with the necessary knowledge to serve and add value in this fast-growing industry.

Commencing THIS September, we're allowing a limited number of people to go through this brand-new Green Flower Certification first.

If YOU want to be one of them, add your name to the list here and you'll be notified first when we go live.



Equipping You for Success in Today's Cannabis Market.



## THE GREEN FLOWER CERTIFICATION

Getting Green Flower Certified will give you tremendous knowledge and confidence about cannabis today, plus real guidance on how to succeed and contribute to this blossoming new industry.

Our goal is to engender trust and respect in the cannabis industry by ensuring you have the proper knowledge and skills.

It's going to be a fun ride, filled with opportunity to succeed and contribute to this incredible new cannabis paradigm.

The Green Flower Certification Program elevates and authenticates your knowledge of cannabis, raising the standard of trust and credibility within the cannabis industry.

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Want to put your name on this list?  
[You can sign up for Cannabis Certification right here.](#)