Developing an Authentic Cannabis Brand

Speaker: Aaron Lachant
When: Wednesday, September 11, 2019 @ 3PM – 4PM
Event: Green Market Summit
Location: Montalban Theatre, 1615 Vine Street, Hollywood, CA

In the cannabis industry, celebrity endorsement is not enough, the industry wants celebrities to be more than brand ambassadors, they want them to be a part of the company. An accomplished musician, songwriter, and performer Melissa Etheridge speaks about her brand Etheridge Farms. She is joined by Kevin Bell the COO of Tyson Ranch founded by boxer Mike Tyson and Courtney Zalewski from Lowell Herb, which has developed a strong outreach to influencers in cannabis. Other experts on the panel include Aaron Lachant and Dr. Juli Crockett of MMLG.