Developing An Authentic Celebrity Cannabis Brand

Partner Aaron Lachant moderated a panel at the 2019 Green Market Summit. The panel included Grammy Award-Winning musician, Melissa Etheridge, the COO of Tyson Ranch (Mike Tyson), Kevin Bell, the MMLG's Director of Compliance, Juli Crocket, and the CEO of PRØHBTD, Jason Rhude.

The discussion include the challenges of establishing a cannabis company and an authentic celebrity cannabis brand.