

CannaCurious?

Marketing | Regulations | Social Equity

MAY 19, 2022

THANK YOU TO OUR ESTEEMED PANELISTS!

MICHELLE H. SEAGULL,

Commissioner Connecticut Dept. of Consumer Protection

Michelle H. Seagull was appointed Commissioner of the Department of Consumer Protection (DCP) in May 2017 and re-nominated by Governor Lamont in January 2019. From 2011 until her appointment as Commissioner, Ms. Seagull served as the Deputy Commissioner for DCP and was instrumental in writing the 2012 regulations that shape CT's medical marijuana program.

Prior to joining DCP, Ms. Seagull was a partner at Axinn, Veltrop & Harkrider LLP where her practice focused on issues related to unfair competition laws. Ms. Seagull received her B.A. from Washington University in St. Louis, and a J.D. from Harvard Law School. She lives in Glastonbury, CT with her husband and their two children.



SHERI L. ORLOWITZ

Council for Federal Cannabis Regulations (CFCR)

Sheri L. Orlowitz brings 30-plus-years' experience as an entrepreneur, venture capitalist, turn-around expert, and former federal prosecutor – all of which make her uniquely qualified – not only to lead companies in the cannabis industry, but to advise regulators and provide strategic investment advice. Few can match her track record of success.

Sheri founded The Council for Federal Cannabis Regulation (CFCR) to educate federal agencies and industry stakeholders about the convergence of the industry and federal legalization.

The organization also advocates for regulations informed by the policies behind legalization, such as accessibility of safe cannabis products and restorative justice.

Social justice is a commitment Sheri made 25 years ago with the development of a non-profit to address human trafficking. This has led to her involvement with the Marijuana Policy Project, the leading public policy advocacy group for the cannabis industry. Sheri serves as Treasurer and board member.



RENEE COTSIS
SVP, Media Strategy, Mattio Communications

Renee began her public relations career in the music industry at Girlie Action Media. She was initially an intern at the company and was later hired full-time as a Junior Publicist, working her way up to Senior Publicist. She’s worked with high profile musicians such as Steve Aoki, Porter Robinson, Hoodie Allen, Gabriel Garzón-Montano, Yael Naim, The Radio Dept., etc.

In her free time, Renee enjoys spending time with her rescue dog Coconut, reading Stephen King books and riding her bicycle around NYC. A New York native, Renee graduated from Macaulay Honors College with a Bachelor of Arts degree in Psychology and then went on to graduate from Baruch College with a Master of Science in Industrial/Organizational Psychology.



JACQUELINE BENNETT
Managing Partner, Highlands Venture Partners

Jacqueline is co-founder and managing partner at Highlands Venture Partners, focused on investing in and advising companies in emerging and intersecting categories. She was previously a Director at Sands Lane Capital and prior to this, launched East Coast ELLO Capital, a cannabis investment bank and affiliate of Macias Gini and O’Connell.

At J.P. Morgan’s investment bank in New York, Jacqueline advised consumer, retail, private equity and early-stage disruptive companies on M&A, leveraged buyouts, IPOs and private placements. She spent two years at Credit Suisse in private equity coverage and started her career in Sydney, Australia as an equity capital markets analyst at Babcock & Brown, a leading merchant bank. She also led strategic and finance efforts at Viator, Inc., a ventured-backed high growth tech travel company in San Francisco.



Jacqueline is an advisor to High Beauty Inc., Commons Inc. and VITAL and a Council Member at NationSwell and Advisory Board Member at Last Prisoner Project. She earned her MBA from NYU’s Stern School of Business and London Business School and her B.S. in Commerce from the University of Western Australia, where she graduated with Distinction.

AMY DENESON

Co-Founder, Pheno

Co-Founder, Cannabis Media Council

Amy Denson co-founded Pheno, the first cannabinoid-focused omnichannel advertising agency, specializing in media solutions for cannabinoid brands, businesses, and revolutions. She has over 16 years of experience leading marketing strategy for the emerging cannabis and advertising technology industries, along with status-quo-busting brands.

In 2018, Amy joined Curaleaf to direct their marketing and sales, and in two years led the company to dominant market share in New York. She also serves as the Co-Founder of the Cannabis Media Council - launching in 2021 to serve PSA campaigns that encourage education about cannabis and normalize consumption. Amy lives in New York.



ERIKA ALONSO (Moderator)

CMO and Co-Founder, Kazu™ by Witi®

Erika Alonso is CMO and Co-founder of Witi, a technology company defining the next era of self-care. Witi is launching [Kazu](#), a whole new way to experience cannabis and unprecedented real-time consumption data for consumers – and brands.

Erika brings a B2C2B career history of leading digital adoption and building consumer experience firsts to the cannabis industry, from startups to the Fortune 5. She helped brands ‘think different’ about mobile apps at Apple, ran the internal trade agency for AOL and Time Warner’s interactive properties, was CMO at a social-shopping startup, and co-founded Stairwell D (clients including NBCUniversal, Estée Lauder and Admeld – now Google.) Erika has a BFA from Parsons School of Design.

A global first, Kazu is a multi-modal device, meaning it supports vapor, tincture and beverage drops; an all-in-one solution powered by machine intelligence and human wisdom. (Think Fitbit for plant-based medicines.)

Founded in 2018, Witi began in the OTC market with pharma partner Perrigo [NYSE: PRGO] developing a category-first for NRT (Nicotine Replacement Therapy). The intelligent vapor device is designed to help smokers quit for good by providing guidance, the ability to track use, and connect with others on their cessation journey.



EMILY TUTTLE

Business Development Manager, Emerging Markets & MA, springbig

Emily is responsible for developing and serving the emerging market sector at springbig, the leading marketing technology platform for the cannabis industry. In her role, she helps cannabis business owners increase retention, boost revenue, build customer loyalty and create smarter cannabis marketing campaigns.

Emily's career involves customer-facing positions in the domestic and international marketplace; she's most in her element when engaging in people-based work, building lasting industry relationships and collaborating with springbig's partner companies.

She has a BA from Mercyhurst University and in her free time, Emily can be found in the woods or hiking a mountain with her rescue pup Vinny.

