

VANGST  
2019 REPORT

# WOMEN

# *in Cannabis*





***Vangst is the cannabis industry's  
leading hiring platform.***

Since launching in 2015, through direct hire and Vangst GIGS, Vangst has connected thousands of professionals with jobs at over 650 leading cannabis businesses around the US and Canada.

Learn more about Vangst and joining the team at [Vangst.com](https://Vangst.com)



## Dear Reader,

**As the cannabis industry continues to grow,** I've been inspired by all of the amazing women paving the way for the future of the cannabis industry—the future of cannabis is professional, inclusive, diverse, and extremely successful.

At Vangst, we're so proud to work with leading cannabis companies around the US and Canada to connect them with the best talent on the market. Our top clients have one thing in common: they're all committed to building high performing teams. Study after study shows the highest performing teams are those that are diverse.

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*“ We are setting an example for the industry with 54% of our team being female-identifying individuals...”*

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We are setting an example for the industry with 54% of our team being female-identifying individuals and 63% of our management team being female-identifying individuals. I can't wait to continue this trend as we rapidly grow our team.

I hope that this report provides insight into the current state of the cannabis industry and inspires our community to hire inclusively and from a diverse candidate pool.

Vangst is dedicated to growing the industry and staying up-to-date with hiring trends and industry data. Keep an eye out for future Vangst reports.

Sincerely,



**Karson Humiston**  
Founder & CEO



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## Executive Summary

*The purpose of this report is to determine the number of female-identifying individuals employed in the cannabis industry. We surveyed cannabis companies throughout the nation to get a closer look at hiring practices and jobs held by female-identifying individuals.*

# Overview

The survey examined the following employment data for each participating company:



Number of employees



Number of female-identifying employees



Number of female-identifying employees in an executive level position

This report can be useful for any cannabis business to establish or maintain more inclusive hiring practices. As a community, we need to continue to support one another and build an industry that welcomes each and every passionate individual who has an interest in progressing and professionalizing a long-stigmatized field.



We surveyed **166 cannabis companies**, including:



leaflink

würk

BDS Analytics



BAKER

# Survey Participants and Methodology

This report includes data from **166 cannabis businesses** in **17 states** across the U.S.

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In order to utilize the most accurate and up-to-date information possible, we acquired data directly from businesses within the cannabis industry through a survey deployed by email, as well as in interviews conducted directly with volunteer featured companies.

Survey responses were submitted anonymously, with the exception of the featured companies, who voluntarily shared their attributed responses. Please note that the data is reported in aggregate. Responses from companies with fewer than two (2) employees were not included. For responses that provided a range of numbers, the median value was used.

Vangst can ensure that this data is reliable as it was acquired directly from our colleagues, clients, and other trusted companies within the industry. However, as with any survey of data, please allow for a slight margin of error to account for the potential of misreporting, human error, and other variables.

This survey provides a look into the cannabis industry at a certain point in time. As the industry continues to grow at an exponential rate, we will continue to communicate with businesses within the industry in order to provide the most accurate and reliable data possible in future reports.

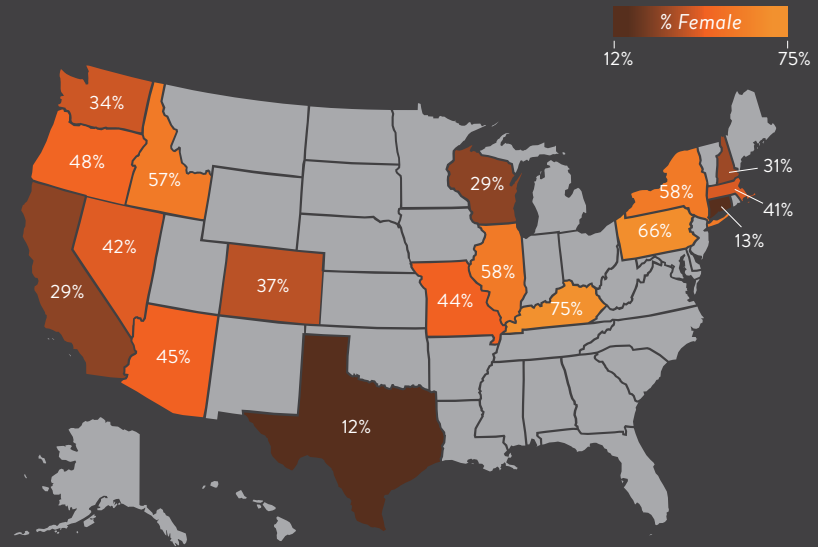


# Results

**38.5%** of the total surveyed employees are female-identifying



Women in Cannabis by State

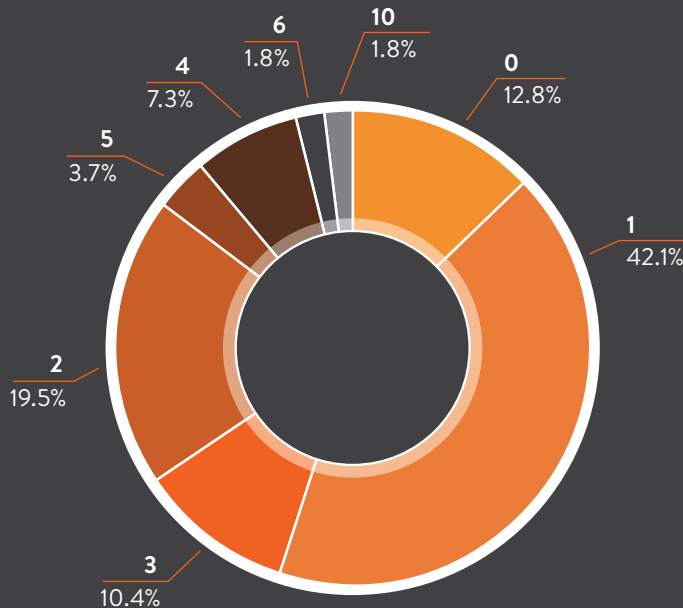


“At LeafLink, we work hard to bring in the best person for every role—period. We believe our chances of finding that person are better when we source from a diverse candidate pool, so we make an effort to list jobs on boards like Girls Who Code, Ladies Get Paid, and HireDiversity, and encourage our already-diverse team to refer from their networks.

- Claire Moloney,  
Growth Manager & First Hire at LeafLink

## Director & Executive Level Roles

How many female-identifying individuals are on the director or executive teams at the surveyed companies?



**17.6%** of all female-identifying cannabis employees hold a Director or Executive role

**15** The largest number of female-identifying employees in a Director or Executive roles for a single company

## Featured Company: Green Thumb Industries

631 Total Employees  
**48%** of which identify as female

5 Employees on Executive Team  
**40%** of which identify as female

20 Employees on Leadership Team  
**45%** of which identify as female

18 Employees on Director Team  
**55%** of which identify as female

“We have a large group of women in executive and leadership roles across our company. In a lot of ways, women are the secret sauce to be able to balance a bunch of different things.

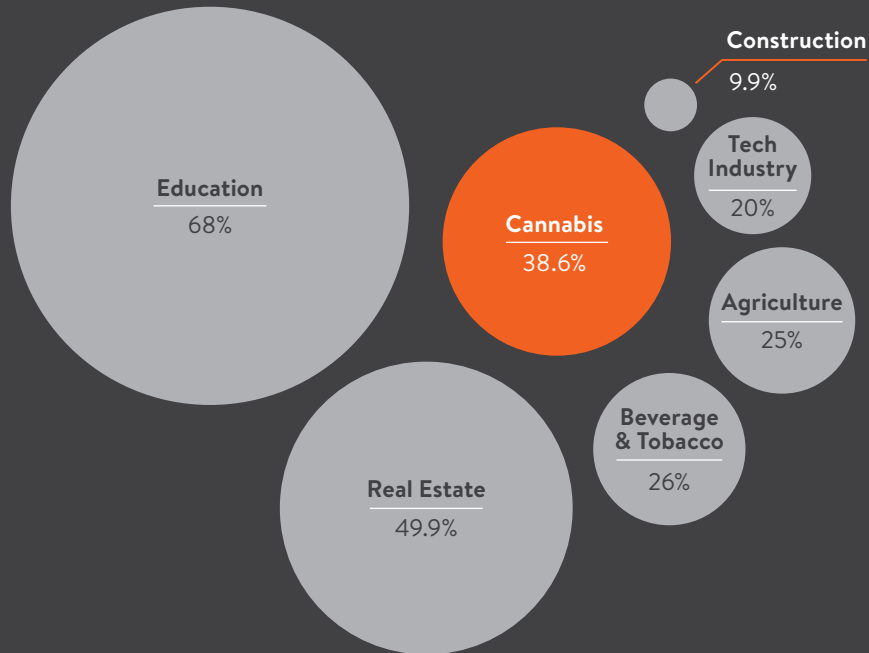
- Joey Muehlstein,  
Director of Talent Acquisition





# Women in the Workplace

How does the cannabis industry compare to other industries when it comes to hiring female-identifying employees? Here's how it stacks up.



Sources:  
<https://www.bls.gov/cps/cpsaat18.htm>  
<https://www.smallbiztrends.com/2018/03/women-in-technology-statistics.html>

## Featured Company: Würk

47 Total Employees  
**68%** of which identify as female

9 Employees on Executive Team  
**56%** of which identify as female

“Inclusivity is inviting everyone to the party. When we think about how that communicates to our team and who is a part of our team, we know that from the top, there aren't gender biases. We really focus on bringing a balance and trying to bring a diverse number of backgrounds.

- Heather Smyth,  
Director of Marketing

würk

## Quick Facts

**43.4%**  
of all surveyed companies  
are **more than 50%**  
**female-identifying.**

**12.6%** of surveyed companies  
**have zero (0)**  
female-identifying individuals in a  
director or executive level position.

**41.2%** of surveyed companies  
**only have one (1)**  
female-identifying individual in a  
director or executive level position.

Out of the  
surveyed companies,  
**seven (7)** have a

**100%**  
female-identifying  
employee base.

However, each of  
these companies has  
only seven (7) or fewer  
total employees.

**66%**

Out of all surveyed states,  
**Pennsylvania had the  
largest percentage**  
of female-identifying  
individuals

## What We've Learned

Women are making their mark on the cannabis industry. Of the 166 companies we surveyed, **38.5%** of cannabis employees are **female-identifying individuals**. However, there is still plenty of room for improvement.

For such an innovative and fast-growing industry, it's no wonder that its workforce comprises such industrious individuals. However, there is a lot more work to do in order to become the truly inclusive industry we are destined to be.

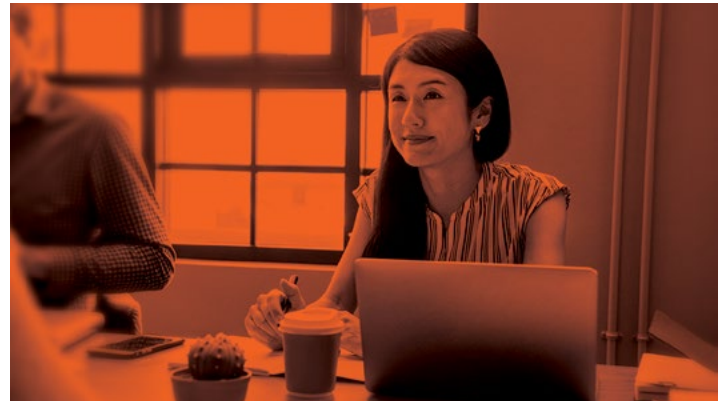
One shocking takeaway is that 74% of the companies we surveyed have 10 or fewer female-identifying employees. Although 44% of the surveyed companies have 10 or fewer total employees, there is still much more room at the table for female-identifying individuals to step in and take charge, particularly in leadership roles.

For example, the largest company we surveyed employs 500 people, but only 10% of them identify as female. Of all surveyed companies, 12.6% do not have any female-identifying individuals in a director of executive level position. Simply put, we can do better.

“We need to provide an environment where women feel comfortable to be themselves and add value to the company,” says Heather Smyth, Director of Marketing at Wurk.

“Having more diverse people on a team allows for new ideas and more innovation, plus more perspective.”

Being inclusive means actively hiring employees of diverse cultural and professional backgrounds. As a relatively new and emerging industry, we have the opportunity to set the standard for diversity and inclusion in the workplace. So let's strive to provide all individuals the opportunity to contribute to this incredible industry and help us all continue to grow and thrive.



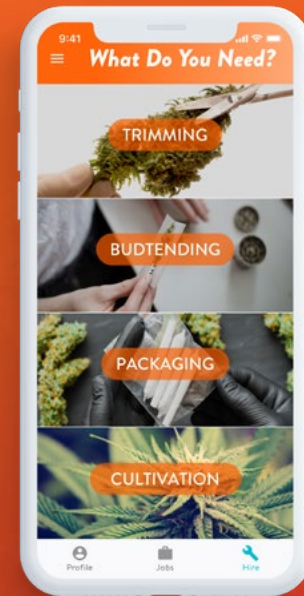
# Grow Your Team with Vangst GIGS.

*Connecting cannabis businesses with ready-to-work temporary employees.*

Introducing Vangst GIGS, the first and only hiring platform to provide the security and flexibility you need to hire high-quality workers as fast as your cannabis business is growing.

Get started today at:

[vangst.com/gigs](https://vangst.com/gigs)



For more information about Vangst or Vangst GIGS email us at [hello@vangst.com](mailto:hello@vangst.com)