



2020 REPORT

CANNABIS INDUSTRY SALARY GUIDE

- Third Quarter Update -





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A Note from CannabizTeam CEO Liesl Bernard

At the beginning of this year, CannabizTeam released our 2020 U.S. Salary Guide covering more than 50 positions across 38 medical and recreational cannabis jurisdictions. The response has been overwhelming with thousands of Salary Guide downloads in the first few months from our clients, other cannabis and CBD business owners, and women and men seeking careers in the cannabis industry.

Who could have imagined back in January how much the world would change over the next six months? With so much pain and devastation caused by the global pandemic, the resilience of the U.S. cannabis industry has been one of the few bright spots so far in 2020. Fueled by the “essential business” designation from state and local governments, cannabis businesses have filled tens of thousands of new permanent and temp positions so far this year in a labor market where more than 30 million U.S. workers have filed for unemployment benefits.

The dual forces of the rapidly growing cannabis and CBD industries and a massive disruption of the broader U.S. labor market have led to some remarkable changes in the cannabis salary landscape over the past six months. To help our clients and the broader cannabis community better understand these real time market changes, CannabizTeam is honored to present this 2020 CannabizTeam U.S. Salary Guide -- Third Quarter Update. A few highpoints to note in Q3 2020:

- Salaries continue to rise for top C-suite executives across the country in almost all cannabis verticals as leading businesses seek to attract best in class talent from non-cannabis businesses. Over the past six months we have seen an increasing flow of senior management moving to cannabis from the consumer packaged goods, biotech, food and beverage, retail, financial services and pharmaceutical industries.
- Competitive demand is increasing for top talent in emerging cannabis markets, such as Arizona, Florida, Illinois, Massachusetts, Michigan, and Pennsylvania, with thousands of new licensees seeking experienced cannabis workers from across the country for cultivation, manufacturing, extraction and retail staff and mid-level management positions.
- The increase in Multi-State Operators (MSOs) coupled with the race to establish domestic and global brands has created increasing demand for seasoned marketing, branding and packaging experts.

We hope the updated information in this Third Quarter Update is a helpful tool for all cannabis employers and job seekers. To learn more about cannabis jobs, check out our job board at cannabizteam.com and our weekly *Aim Higher* podcast now available on all major platforms. Every week, *Aim Higher* brings you a different perspective from industry leaders on the cannabis and CBD job markets, hiring trends, and what it takes to be successful in today's ever-changing cannabis marketplace.

Thank you all for your continued support. Stay safe.

Aim Higher

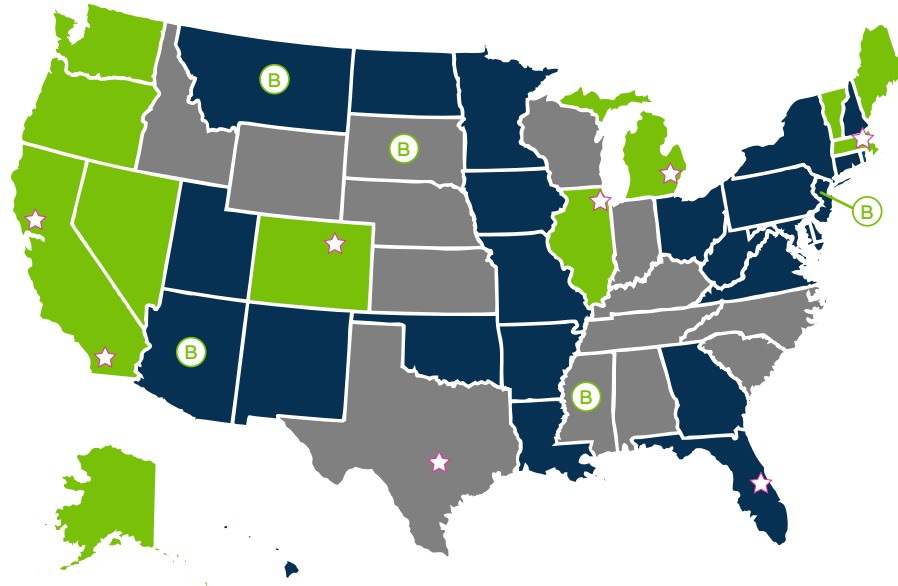
Liesl Bernard
President and CEO of CannabizTeam



CannabizTeam founder and CEO Liesl Bernard brings more than 20 years of experience in global executive search and staffing to the cannabis space. Founded in 2016, CannabizTeam works with hundreds of cannabis companies across all aspects of the industry, placing more than 1,000 people per year across North America and Europe.



Where the Jobs Are in Cannabis



More and more states and countries are legalizing cannabis, as the public support for marijuana law reform continues to grow. As of September 2020, there are 11 states plus the District of Columbia where cannabis is legal for adults over 21 years old and 33 states which allow medical use. Up to 5 states could legalize adult-use or medical cannabis in 2020.

- Adult-Use + Medical
- Medical
- CannabizTeam Office
- Cannabis Legalization on 2020 ballot



Hiring Trends & Jobs in High Demand



Temp & Consulting to the Rescue

Temp workers are in high demand as an affordable on-demand solution for clients adjusting to new regulations or dealing with health-related absences. Experienced consultants have contributed technical expertise and project management services to address challenges in supply chain management, cultivation, warehousing, transportation, food safety, and packaging.



The Second Wave

The cannabis industry is seeing a new "second wave" of senior management that is reaching beyond the traditional OG growers and manufacturers and drawing from proven business leaders from the CPG, biotech, food and beverage, retail, financial services, and pharma industries. Demand for this new talent has pushed average executive comp up as much as 16% in 2020 with top CEOs and CFOs earning over \$400,000 base salary.



Extraction Tech

Job candidates with proven skills in extraction technology, equipment maintenance, quality control and compliance remain in high demand with average salaries up over 10% in 2020. As with the cultivation sector, industry consolidation and new capital have resulted in increasingly larger extraction facilities. Job candidates with extensive experience working at large-scale commercial extraction facilities are much sought after with experienced Chief Scientific Officers earning as much as \$225,000 base salary.



Record-Breaking Retail

Through July total US cannabis sales were an estimated \$9.5 billion and are projected to reach over \$15.5 billion by the end of 2020. Dispensary Managers average salary has risen 12% to \$85,000. Jobs in hottest demand in the retail sector include budtenders, customer service, delivery drivers, supply chain management, janitorial, and security.



Branding, Marketing & Globalization

Cannabis and CBD brands are racing to secure precious shelf space in dispensaries with the goal of becoming national cannabis brands that can evolve into global brands and household names. Well capitalized MSOs are gearing up for federal legalization, e-commerce expansion, and globalization by implementing increasingly more sophisticated marketing and branding strategies. Top Chief Marketing Officers and VPs of Marketing can now secure salaries between \$170,000 and \$180,000.



Manufacturing Mania

Manufactured products now account for over 37% of all U.S. cannabis retail sales. Each week new cannabis manufacturing licenses are being issued across the U.S., generating more diverse and specialized opportunities in the space. Salaries for Director of Manufacturing positions for large MSOs have risen 13% on average with top earners bringing home up to \$225,000 base salary.



Consolidation

Smaller regional groups and individual dispensaries are being consolidated as Multi-state Operators (MSOs) establish greater footprints and seek to attract top talent with stronger compensation packages. With the top 15 MSOs now operating over 600 dispensaries across the nation, Chief Revenue Officers overseeing multi-state operations can command as much as \$220,000 base salary.



Large-Scale Cultivation

Cannabis companies are searching for seasoned commercial cultivation experts with proven experience working large-scale multi-location greenhouse and indoor facilities. Highly qualified Directors of Cultivation can secure salaries up to \$250,000 per year with median salaries for the position having risen 16% so far this year. Other hot jobs in the sector include agronomists, lighting experts, growers, and trimmers.



Cannabis Testing

With increasing compliance and testing requirements and a national shortage of licensed testing labs, laboratory talent and analytical chemists and scientists continue to be much sought after as supply tries to keep up with demand. Overall compensation for top Testing Lab Managers is up 12% with top salaries as high as \$135,000.

National Cannabis Industry Salaries

		2019			2020 (Q1&Q2)			Median % Change
	POSITION	Low	High	Median	Low	High	Median	
CULTIVATION	Director of Cultivation	\$125,000	\$191,000	\$158,000	\$128,000	\$250,000	\$189,000	16%
	Cultivation Manager	\$78,000	\$123,000	\$100,500	\$80,000	\$145,300	\$112,650	11%
	Agronomist	\$67,000	\$94,000	\$80,500	\$75,000	\$98,500	\$86,750	7%
	Plant Breeder	\$49,000	\$84,000	\$66,500	\$56,400	\$86,300	\$71,350	7%
	Integrated Pest Manager	\$57,000	\$71,500	\$64,250	\$57,000	\$75,500	\$66,250	3%
	Tissue Culture Manager	\$72,490	\$79,000	\$75,745	\$73,400	\$81,500	\$77,450	2%
	Tissue Culture Technician	\$51,000	\$68,990	\$59,995	\$54,000	\$69,300	\$67,750	11%
	Trimmer	\$29,000	\$31,500	\$30,250	\$29,500	\$35,000	\$32,250	6%
EXTRACTION	Chief Scientific Officer	\$135,000	\$195,000	\$165,000	\$150,000	\$225,000	\$187,500	12%
	Director of Extraction	\$76,800	\$129,000	\$102,900	\$77,000	\$160,000	\$118,500	13%
	Extraction Lab Manager	\$68,000	\$81,200	\$74,600	\$65,000	\$95,000	\$80,000	7%
	Extraction Technician	\$39,000	\$54,000	\$46,500	\$41,000	\$63,000	\$52,000	11%
TESTING	Testing Laboratory Manager	\$95,000	\$120,000	\$107,500	\$110,000	\$135,000	\$122,500	12%
	Analytical Chemist	\$65,000	\$82,399	\$73,700	\$60,000	\$88,500	\$74,250	1%
	Microbiologist	\$64,900	\$79,000	\$71,950	\$66,000	\$80,500	\$73,250	2%
MANUFACTURING	Director of Operations	\$137,800	\$171,900	\$154,850	\$130,000	\$225,000	\$177,500	13%

National Cannabis Industry Salaries

POSITION	2019			2020 (Q1&Q2)			Median % Change
	Low	High	Median	Low	High	Median	
Operations Manager	\$100,000	\$132,500	\$116,250	\$100,000	\$135,000	\$117,500	1%
Production Manager	\$68,000	\$82,000	\$75,000	\$70,000	\$85,000	\$77,500	3%
Warehouse Technician	\$55,000	\$69,900	\$62,450	\$55,000	\$71,500	\$63,250	1%
Supply Chain Manager	\$103,450	\$142,300	\$122,875	\$107,200	\$159,100	\$133,150	8%
Packaging Manager	\$43,500	\$54,300	\$48,900	\$45,000	\$59,600	\$52,300	7%
VP of Product Development	\$104,300	\$153,400	\$128,850	\$110,000	\$184,300	\$147,150	12%
DISTRIBUTION							
Director of Distribution	\$89,000	\$128,990	\$108,995	\$89,000	\$131,000	\$110,000	1%
Dispatch Manager	\$49,000	\$68,900	\$58,950	\$55,000	\$75,000	\$65,000	9%
Delivery Manager	\$55,000	\$67,000	\$61,000	\$65,000	\$74,000	\$69,500	12%
Driver	\$40,000	\$47,900	\$43,950	\$40,000	\$50,000	\$45,000	2%
RETAIL							
VP of Retail - multi state	\$130,000	\$190,000	\$160,000	\$160,000	\$221,500	\$190,750	16%
Director of Retail - multi state	\$97,800	\$135,600	\$116,700	\$115,000	\$150,000	\$132,500	12%
Director of Merchandising	\$98,900	\$136,000	\$117,450	\$95,000	\$165,000	\$130,000	10%
Dispensary Manager	\$65,000	\$85,000	\$75,000	\$75,000	\$95,000	\$85,000	12%
Assistant Dispensary Manager	\$55,000	\$71,000	\$63,000	\$55,000	\$74,000	\$64,500	2%
Budtender	\$34,000	\$37,300	\$35,650	\$35,000	\$39,400	\$37,200	4%

National Cannabis Industry Salaries

		2019			2020 (Q1&Q2)			Median % Change
	POSITION	Low	High	Median	Low	High	Median	
SALES	VP of Sales	\$102,000	\$149,000	\$125,500	\$110,000	\$180,000	\$145,000	13%
	Director of Sales	\$77,000	\$137,000	\$107,000	\$95,000	\$140,300	\$117,650	9%
	Territory Sales Manager	\$65,000	\$76,000	\$70,500	\$65,000	\$85,000	\$75,000	6%
	Sales Representative	\$45,000	\$64,500	\$54,750	\$50,000	\$69,000	\$59,500	8%
	Brand Ambassador	\$25,000	\$37,000	\$31,000	\$28,000	\$39,000	\$33,500	7%
MARKETING	Chief Revenue Officer	\$149,500	\$200,000	\$174,750	\$150,000	\$222,500	\$186,250	6%
	Chief Marketing Officer	\$134,600	\$170,000	\$152,300	\$154,500	\$180,000	\$167,250	9%
	VP of Marketing	\$115,000	\$149,800	\$132,400	\$119,500	\$173,000	\$146,250	9%
	Director of Marketing	\$90,000	\$125,000	\$107,500	\$95,000	\$135,000	\$115,000	7%
	Brand Manager	\$60,400	\$102,000	\$81,200	\$65,000	\$112,300	\$88,650	8%
	Event Manager	\$55,000	\$83,000	\$69,000	\$58,000	\$78,000	\$68,000	-1%
	Digital Marketing Manager	\$65,000	\$84,000	\$74,500	\$68,000	\$87,000	\$77,500	4%
	E-commerce Manager	\$77,600	\$150,400	\$114,000	\$112,000	\$164,500	\$138,250	18%
ACCOUNTING & FINANCE	Social Media Manager	\$60,000	\$83,200	\$71,600	\$63,000	\$87,000	\$75,000	5%
	Chief Financial Officer	\$240,000	\$290,500	\$280,000	\$260,000	\$400,000	\$330,000	15%
	Controller	\$99,000	\$135,000	\$117,000	\$105,000	\$150,000	\$127,500	8%

National Cannabis Industry Salaries

POSITION	2019			2020 (Q1&Q2)			Median % Change
	Low	High	Median	Low	High	Median	
Director of Finance	\$104,000	\$154,000	\$129,000	\$110,000	\$175,000	\$142,500	9%
Accounting Manager	\$77,000	\$110,000	\$93,500	\$87,000	\$123,400	\$105,200	11%
Financial Analyst	\$55,000	\$95,000	\$75,000	\$68,000	\$102,300	\$85,150	12%
Staff Accountant	\$55,000	\$67,000	\$61,000	\$59,000	\$71,000	\$65,000	6%
ADMINISTRATION, LEGAL, HR & COMPLIANCE Chief Executive Officer	\$223,400	\$334,500	\$278,950	\$227,500	\$403,400	\$315,450	12%
Chief Operations Officer	\$160,000	\$275,400	\$217,700	\$189,700	\$283,500	\$236,600	8%
General Counsel	\$150,000	\$154,000	\$152,000	\$130,000	\$210,000	\$170,000	11%
VP of Compliance	\$105,000	\$136,000	\$120,500	\$109,000	\$152,000	\$130,500	8%
Director of Compliance	\$86,000	\$130,000	\$108,000	\$123,000	\$134,000	\$128,500	16%
Compliance Manager	\$69,000	\$95,000	\$82,000	\$71,000	\$110,500	\$90,750	10%
Legal Assistant	\$60,000	\$75,000	\$67,500	\$62,000	\$78,500	\$70,250	4%
HR Manager	\$62,000	\$89,000	\$75,500	\$75,000	\$95,000	\$85,000	11%
Director of HR	\$120,000	\$175,600	\$147,800	\$150,000	\$199,500	\$174,750	15%
Director of IT	\$179,500	\$210,000	\$194,750	\$180,000	\$254,000	\$217,000	10%



Adjusted Salaries

The salary ranges in the 2020 CannabizTeam National Salary Guide are based on CannabizTeam proprietary salary data, salary surveys, and independent research from trusted sources. The actual salaries for each position will vary by several factors, including job location, company size, and years of candidate experience. To customize this compensation data for your location, please increase or decrease the national salary numbers listed in the following pages by the percentage for the city you are interested in.

AK Anchorage +28.4% Fairbanks +37.4%	AL Birmingham -9.2% Mobile -7.3%	AR Fayetteville -7.9% Little Rock -3.5%	AZ Phoenix +0.7% Tucson -3.5%	NH Manchester +16.75%	NJ Newark +29.7% Princeton +29.7%	NM Albuquerque -4.05%
CA Los Angeles +36.4% Oakland +39.1%	CA Palm Springs +21.8% San Francisco +64%	CO Colorado Springs -7.2% Denver +3.2%	CT Hartford +21.8% Stamford +46.9%	NY Buffalo -4.2% NYC +16.7%	NY Syracuse +1.5% Ithaca +2.83%	ND Bismarck-Mandan -4.7%
DE Wilmington +5.2%	FL Fort Lauderdale +15.7% Miami-Dade Cnty. +6%	FL Sarasota +1.5% Tampa -7.6%	HI Honolulu +65.7%	OH Akron +0.2% Cincinnati -6.2%	OH Dayton -8.6%	OK Oklahoma City -8.3% Tulsa -11.6%
IA Davenport -3.2% Des Moines -9.1%	IL Chicago +16.9% Quincy -4.5%	IL Springfield -14.2% Peoria -3.7%	KS Kansas City -2.2% Lexington -7.2%	OR Portland +11.3%	PA Philadelphia +26.5% Pittsburgh -8.5%	SC Charleston -1.7% Columbia +0.4%
MA Boston +32.5% Framingham +34.5%	MD Baltimore +19.4%	MI Detroit -0.6%	MN Minneapolis +11%	TN Memphis -11.8%	UT Salt Lake City +0.6%	VT Burlington-Chittenden Co +20.48%
MO St. Louis -9.6%	MT Bozeman +2% Kalispell -1.2%	NE Omaha -11.7%	NV Henderson +1.86% Las Vegas +1.86%	WA Seattle +21.35%	D.C. Washington D.C. +4.01%	





About CannabizTeam

CannabizTeam is the world's largest cannabis-focused executive search and staffing firm providing services for the top cannabis and CBD businesses in the U.S., Canada, and Europe. Founded in 2016 by internationally acclaimed executive recruiter Liesl Bernard, CannabizTeam now has offices in Boston, Chicago, Orlando, San Antonio, San Diego, and Santa Rosa with our new Denver division coming soon. Through our extensive global reach and unparalleled business relationships, CannabizTeam and our temporary and consulting arm CannabizTemp place over 1,000 candidates a year for our clients.

CannabizTeam is proud to have teamed up with leading businesses in strategic partnerships that offer real value to our clients: Fisher Phillips, the foremost labor and employment law firm in the cannabis industry, Green Flower Media, the global leader in cannabis education, and Benzinga, a premier financial media outlet that provides real-time data on every market. For a limited time, Green Flower Media is offering 20% off their certificate programs--[click here](#) (code: CBiz20!)

We also strive to be successful as an ideal representative of the cannabis industry in terms of fighting for social equity and equality. Our team believes in supporting restorative justice and pushes for inclusion, which is why we've officially partnered with the Last Prisoner Project (LPP), a nonprofit coalition dedicated to helping those affected by the War on Drugs. In collaboration with LPP, we've started the Aim Higher program to help justice-involved individuals previously incarcerated for nonviolent cannabis offenses find stable employment. We believe it's important that companies hire those who have been convicted of nonviolent cannabis offenses, as they are victims of unjust laws and pioneers of our industry. Additionally, we will continue to educate ourselves and aid other organizations leading the way in the fight for social equity and equality.

For more information regarding CannabizTeam, please visit our website www.cannabizteam.com.



www.lastprisonerproject.org



www.fisherphillips.com



www.green-flower.com



www.benzinga.com



About CannabizTemp

CannabizTemp makes hiring temporary staff or consultants fast and easy: we handle all background checks, payroll, workers compensation, and administrative costs so our clients can focus on growing their businesses.

Temp Staffing

Our pre-screened Temp Workers are excellent solutions for cannabis companies that need seasonal workers, have short or mid-term special projects, or must fill in for employees on medical or family leave. CannabizTemp makes hiring temporary staff or consultants fast and easy: we handle all background checks, payroll, worker's compensation, and administrative costs so our clients can focus on growing their businesses.

Consulting

Our experienced cannabis consultants can provide the expertise you need in managing the complexities of a supply chain, including growing, warehousing, transportation, food safety requirements, product labeling, business plans, marketing, selling, and any other necessities that come with running a business. Our experienced cannabis consultants can provide the expertise you need.

Popular CannabizTemp Positions

- Budtenders
- Extraction Technicians
- Laboratory Analytical Chemists
- Manufacturing Technicians
- Warehouse Inventory Clerk
- METRC Inventory clerk
- Nursery Technicians
- Retail and Customer Service staff
- Operations Manager
- Staff Accountant
- HR Assistant

For more information regarding CannabizTemp, please visit our website www.cannabizteam.com/cannabiztemp



The Premier Cannabis Networking Event

Benzinga's Cannabis Capital Conferences are the premiere gatherings of cannabis investors and entrepreneurs across the globe. At our conferences, you can join thousands of cannabis investors, traders, and entrepreneurs who are leading the way for growth and innovation in the cannabis industry. Enjoy exclusive opportunities for curated networking, access to private dealflow, and hear directly from the executives of top-performing cannabis companies. Previous conferences have taken an in-depth look at the fast-growing markets of Illinois, Florida, Michigan, and Canada. As our events have gone virtual in 2020, we've started to expand our efforts nationally and globally to bring you the best in cannabis worldwide.

To keep these conversations going year-round, we launched a new podcast called "Benzinga Cannabis Hour." Every week, we bring together professionals from a broad spectrum of expertise across the cannabis industry to discuss the current state of the market. Tune in every Thursday at 4:00 PM Eastern at BZCannabisHour.com and join the global conversation on cannabis investing.

Want more frequent updates? Visit Benzinga.com/Cannabis for the latest news on Cannabis, Hemp, CBD, and Psychedelics. Our global news desk covers industry updates across the world and offers exclusive interviews with top cannabis executives. You can also subscribe to our daily Cannabis Insider newsletter to have these updates delivered straight to your inbox.

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