



## New podcast, Seed to CEO, helps cannabis entrepreneurs

### FOR IMMEDIATE RELEASE

**DENVER CO, May 6, 2021** — MJBiz announces the launch of Seed to CEO, a new podcast that helps cannabis entrepreneurs glean business insights from the experiences of top leaders in the field.

Each week, *MJBizDaily* CEO Chris Walsh talks with industry insiders to give listeners unique insights on cannabis strategy and how to build a successful business.

[The first three episodes are now live](#) and include conversations with:

- Margot M. Micallef, founder and CEO of GABY Inc., on her strategy to become the dominant cannabis retail chain in California in the next three years.
- James Lathrop, CEO of Cannabis City, on how he competes as a single-location recreational cannabis store.
- Chris Ball of Ball Family Farms on how he has built and scaled a successful cultivation business.

"With legalization expanding and federal banking reform under discussion, we're seeing lots of new people enter the sector. Meanwhile, our long-time audiences are proactively setting new strategies for the transformed shape of the cannabis business," *MJBizDaily* CEO Chris Walsh said.

"We want to give everyone access to the insights and plans of some of the best minds in the business; that way, we'll all do better in cannabis."

The Seed to CEO podcast is available via [Apple Podcasts](#), [Google Podcasts](#), [Spotify](#), [iHeartRadio](#) or on [MJBizDaily.com](#).

### **About MJBizDaily**

*MJBizDaily* is the leading B2B resource for the cannabis industry. Founded in 2011, it is the most trusted independent publisher and event producer serving America's cannabis industry entrepreneurs and investors. *MJBizDaily* produces America's oldest and largest cannabis trade show: MJBizCon, held in Las Vegas every year. The 2015-19 events were each named to Trade Show Executive's Fastest 50 list. The 2021 event will return to Las Vegas October 20-22, 2021. For more information about MJBizCon or *MJBizDaily*, please visit [www.mjbizdaily.com](http://www.mjbizdaily.com).

### **About Chris Walsh, CEO and Founding Editor, *MJBizDaily***

[Available for in-person speeches, digital events and podcasts](#)

Chris served as the founding editor of *MJBizDaily* during the company's launch in 2011, becoming the first journalist in the United States to focus exclusively on covering the business of cannabis. He now

oversees the company's day-to-day operations and strategic initiatives. Chris has been quoted as one of America's foremost cannabis industry analysts by dozens of media outlets, including Harvard Business Review, NPR, CNBC and the New York Times.

Walsh is experienced at keynoting events as large as 30,000 attendees as well as more intimate C-suite summits.

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