

CEO & CO-FOUNDER

THE PEOPLE'S ECOSYSTEM

CHRISTINE DE LA ROSA NAMED ONE OF 22 CANNABIS LEADERS WHO WILL SHAPE THE INDUSTRY IN 2022

Christine De La Rosa was named one of the 10 Women to watch out for: Industry luminaries and rising stars in 2021.

- **20+ years experience** in the cannabis and tech industry
- **Visionary leadership** providing cross-functional management of executive team and general oversight of employees.
- **Directs** all operations and infrastructure systems for internal and external cannabis supply chain.
- **Oversees** operations, P&L oversight, multichannel product distribution and marketing involving both start-up and growth within The People's Ecosystem
- **Board Director** National Cannabis Industry Association (NCIA)
 - **Chair**, Diversity, Equity, and Inclusion Committee
 - **Lead author and Co-Author** of 'Gender Parity in the C-Suite' and 'Equity Ownership' White Papers
- **Serves on the Advisory Boards** of Tetragram, Regennabis and Cannabis Doing Good,
- **Named one of the 35 Most Influential Women in Cannabis in 2020***
- **Managing Member** The People's Group a fund investing in BIPOC & women-led businesses

Christine graduated from The University of Texas with an Masters of Art in the Humanties in 2007 and from the University of North Texas with a Bachelor's of Fine Arts in 1996

