



CHIEF INNOVATION OFFICER & CO-FOUNDER THE PEOPLE'S ECOSYSTEM

CHARLEEN CAABAY ALIGNING OVERALL BUSINESS STRATEGY WITH INNOVATIVE SOLUTIONS

Working directly with BIPOC and women-led businesses and allies to elevate the cannabis industry from legacy to legends.

- **15+ years** experience in the cannabis and restaurant industry
- **4+ years** focus on product development and branding, defining new initiatives for growth, building and managing multi-site operations
- **Partner** in The People's Group a fund investing in BIPOC & women-led businesses
- **Accelerator** of legacy to legal founders and businesses
- **Frequent** advisor to cannabis retail start-ups across the U.S. giving seminars on facility design, SOPs, day-to day operations and human resources
- **Well-known** Bay Area Entrepreneur who has opened two successful restaurants, a retail shop, an art gallery, and cannabis businesses across multiple states
- **Member** of National Cannabis Industry Association and Oregon Cannabis Association

Culinary creative, the first Filipino-American to win Food Network's Chopped, and founder of her own company Mabuhay Culture.