

CANADIAN CANNABIS LEADERSHIP SUMMIT

PANELISTS

OPENING REMARKS



PAUL MCCARTHY
PRESIDENT
CANNABIS COUNCIL OF CANADA

Paul has over 20 years of experience in the public sector which spans over eight federal portfolios. This time was split equally between being a public servant and as a senior political advisor - giving him an intimate understanding of how government works.

His career has been characterized by policy development through stakeholder engagement on a range of public policy issues. He also has extensive negotiation and agreement management experience and has been recognized for outstanding public service for managing the British Columbia component of the Infrastructure Stimulus program.

Paul currently serves as Vice Chair of Team Rubicon Canada, a veteran-led charitable organization who mobilize responses to natural disasters and humanitarian crises, helping those who have been displaced by these events.

PANELS

EXCISE DUTY

An in-depth discussion of its impact on the industry and potential reforms.



DAVIDE ZAFFINO

CEO

ROSE LIFESCIENCE

Davide Zaffino has over 20 years of experience in banking, business development, and risk management. Specializing in business management and growth within the cannabis and real estate sectors, his goal is to help businesses reach their full potential.

As President, CEO, and co-founder of ROSE LifeScience, a leading Quebec-based cannabis producer, distributor, and marketer, Davide works closely with partners to ensure the cannabis industry in Quebec and across Canada prospers responsibly. He is committed to developing innovative products and building strong relationships with industry executives for a stronger future.



BEENA GOLDENBERG

CEO

ORGANIGRAM

An accomplished and proven business leader, Ms. Goldenberg has more than 30 years of experience in consumer-packaged goods

manufacturing and marketing. In April 2020, Ms. Goldenberg moved over to the cannabis industry as President and CEO of The Supreme Cannabis Company Inc., where she achieved significant growth in the first year of her tenure through a focus on distribution, innovation, and brand portfolio development.

In September 2021, Ms. Goldenberg took over at the helm of Organigram as Chief Executive Officer. Ms. Goldenberg also served as Chief Executive Officer, President and General Manager at Hain-Celestial Canada, ULC where, among other notable accomplishments, she led the strategic growth of the company. She holds a Bachelor and Master of Engineering (Chemical) from McGill University.



MODERATOR

NICK TAYLOR-VAISEY

REPORTER

POLITICO CANADA

Taylor-Vaisey covers Canadian federal politics for POLITICO in Ottawa. He's written breaking news, long features and morning newsletters – all in the pursuit of helping readers understand government policy and the politics that drives it behind the scenes.

He comes to POLITICO from Maclean's magazine, and has bounced between Toronto and Ottawa for his entire adult life. He served a three-year stint as president of the Canadian Association of Journalists from 2015-2018.

EXCISE STAMP

Addressing the challenges and exploring solutions for compliance and efficiency.



ORVILLE BOVENSCHEN

PRESIDENT

PURE SUNFARMS

Orville Bovenschen is the President of Pure Sunfarms, where he is dedicated to driving growth, operational excellence, and a culture of accountability. With more than 15 years of experience in finance and operations, Orville transitioned from managing large-scale construction projects to senior roles in the cannabis industry.

His expertise in optimizing production processes, spearheading innovation, and launching new products has propelled Pure Sunfarms to a leading position in the market. Orville's leadership is marked by his commitment to fostering collaboration and transparency, ensuring the company continues to thrive while staying true to its cultivation roots. He holds a Bachelor and a Master of Business Administration from Nyenrode Business University in the Netherlands.



DAVID LOBO

PRESIDENT & CEO

ONTARIO CANNABIS STORE

David Lobo is the President and CEO of the Ontario Cannabis Store (OCS), overseeing all operations. He has been with OCS since its

inception in 2017, previously working on the legal cannabis model at the Ministry of Finance.

David has held key roles at OCS, including Chief Merchandising Officer and Chief Corporate Affairs Officer. He brings experience from his time with the AGCO and Ontario Government. David holds a Master of Public Administration from Queen's University and a Bachelor of Arts from Carleton University.



BARRY KATZMAN
MANAGING DIRECTOR
PEAK PROCESSING

Barry Katzman is an accomplished senior executive and entrepreneur with a strong background in beverage alcohol and in the cannabis sector. After a stint at Molson Breweries, Mr. Katzman entered the Canadian Wine Industry. In a 15-year span Mr. Katzman helped pioneer the entire sector as President and part owner of 6 different wineries.

Mr. Katzman is a senior advisor and Board Member of several companies and a 12-year member of the Wine Counsel Board of Directors. Mr. Katzman was a founder of Tidal Health and prior to taking over stewardship of Peak Processing, was Executive Chairman of Terrafarma Inc and Thrive Cannabis where Mr. Katzman led the deal team in their integrated sale and Amalgamation with Aurora Cannabis for \$68 million.

He holds a bachelor's degree in business from the University of Western Ontario and an MBA from Niagara University in New York.

REGULATORY BURDEN

Strategies for reducing complexity in a highly regulated environment.



TERRY DOUCET
GENERAL COUNSEL
CRONOS GROUP

Terry Doucet is the General Counsel and Corporate Secretary of Cronos Group. In this capacity, he manages all legal and regulatory affairs at Cronos and serves as its corporate secretary.

Terry has been with Cronos since 2018 and has helped guide Cronos through significant growth. He has a proven track record of leading highly effective teams with understanding, collaboration, and creativity.

Prior to joining Cronos, Terry was a corporate lawyer at the law firm Davies Ward Phillips & Vineberg LLP in Toronto. Terry is an Ontario-qualified lawyer, holding a Juris Doctor from the University of Toronto and a joint honors (first-class) Bachelor of Arts degree from McGill University in Montreal.



KENDEL WEBER
ASSISTANT DEPUTY MINISTER
HEALTH CANADA

Kendal Weber, Assistant Deputy Minister of the Controlled Substances and Cannabis Branch at Health Canada, overseeing harm reduction

for controlled drugs. Previously, she was Assistant Deputy Minister of Strategic Policy, leading health system policies and the COVID-19 Task Force.

She has also held key roles advancing health product and food regulations at Health Canada. Kendal's prior experience includes positions at the Privy Council Office and the Treasury Board Secretariat. She holds a BA from Western University and an MPA from Queen's University.



GILLIAN SCHAUER EXECUTIVE DIRECTOR US CANNABIS REGULATORS ASSOCIATION

Gillian Schauer, PhD, MPH is the Executive Director of the Cannabis Regulators Association. Dr. Schauer was elected CANNRA's first Executive Director in 2021, and served as a Senior Advisor to CANNRA before the association's founding.

Dr. Schauer has worked in public health and drug policy for two decades, and has more than a decade of experience working with U.S. federal and state agencies on cannabis policy, data monitoring, and research translation.

Prior to working on cannabis policy, Dr. Schauer worked with the U.S. Centers for Disease Control and Prevention on tobacco control policy. She was the Senior Editor on the 2020 Surgeon General's Report on Smoking Cessation. She has a PhD from Emory University, a Master of Public Health from University of Washington, and a Bachelors of Science from Northwestern University.



MODERATOR

TABITHA DAVIS

DIRECTOR OF REGULATORY & GOVERNMENT AFFAIRS
SNDL

Tabitha Davis joined SNDL in January 2020 as the Compliance Manager and has since held roles in Regulatory, Compliance, and Scientific Affairs, including a stint as QAP.

In her current position as the Director of Regulatory and Government Relations, Tabitha is responsible for developing and executing the regulatory strategy. She engages with policymakers, regulators, and industry partners while leading initiatives to support the evolution of regulatory frameworks.

Tabitha exudes a deep passion for the regulated products industry and its influence on the broader landscape of public health policy. Tabitha's previous experience includes six years in pharmaceutical and NHP compliance. She worked for Nature's Bounty/Vita Health (now part of Nestle), a consumer health products company, where her focus was primarily on product stability and compliance auditing.

STANDARD THC UNIT

Quantifying cannabis in a way that allows us to better inform people about consumption.



ROBERT GABRYS (PHD)

SENIOR RESEARCH AND POLICY ANALYST
CANADIAN CENTRE ON SUBSTANCE USE AND
ADDICTION

Robert Gabrys, PhD is a Senior Research and Policy Analyst at the Canadian Centre on Substance Use and Addiction (CCSA), where his work centers on evaluating the impacts of cannabis legalization in Canada. He is also an adjunct research professor in the Department of Neuroscience at Carleton University, where his research explores the connections between stress, cannabis use, and mental health.



STEPHANIE LUNN (PHD)

DIRECTOR OF MEDICAL AFFAIRS
AURORA

Dr. Stephanie Lunn is Aurora's Director of Medical Affairs, overseeing Aurora's medical research portfolio and Clinic Relations team, which manages Aurora's clinic partners and patient outreach activities. Her work also involves supporting numerous departments across the business with scientific evidence to support business decisions and initiatives.

Stephanie joined Aurora shortly after graduating with her PhD in

Pharmacology from the University of Alberta in May 2018. Her graduate research focused on vascular physiology and pharmacology, where she investigated different compounds as novel therapies for restoring arterial function in cardiovascular diseases, such as high blood pressure, atherosclerosis and diabetes.

She also holds a Bachelor of Science, with Specialization in Pharmacology from the University of Alberta.



PANELIST AND MODERATOR

DR. MARK WARE

DIRECTOR

ALLAN EDWARDS PAIN MANAGEMENT UNIT

Dr. Mark Ware is a family physician who has worked in clinical pain medicine since 2001. He is an associate professor of Family Medicine and holds the Alan Edwards Chair in Clinical Pain at McGill University. He also serves as Director of the interdisciplinary Alan Edwards Pain Management Unit at the Montreal General Hospital.

CLOSING REMARKS



TAMARA LOVI

COMMERCIAL & OPERATIONS LEADER

ROSE LIFESCIENCE

Tamara is a seasoned health & beauty commercial leader. She has worked with Global leading consumer goods organizations such as Proctor & Gamble, Abbott Nutrition, Sanofi Consumer Healthcare. More recently she worked at Merck Canada (Pharmaceuticals) in the role of VP Executive Director for the Digital Commercial Operations group.

In January 2022, Tamara joined ROSE LifeScience (Recreational Cannabis) as Chief Business Officer. In 2022, she was appointed to the Board of Directors of the Cannabis Council of Canada, where she became Treasurer to the Board in 2023.

Tamara has a Bachelors in HR/Organizational behavior from McGill (where she graduated with honors), an MBA in Marketing from HEC Montreal and a Digital Strategy Certificate from Oxford University.