

PSYCHEDELICS  
TODAY

# PSYCHE DELIC S AT WORK REPORT

MAPPING THE PATH  
OF THE FIELD

November 2024

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INTRO-  
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# FOREWORD

The psychedelic world is evolving quickly. Today's reality is not the same as yesterday's, and tomorrow will bring even more change. But since we launched **Psychedelics Today** in 2016, we've been doing our part to ensure that this growth is ethical, collaborative, and future-focused.

At **Psychedelics Today**, our mission has always been to help people realize a better life and a better world through holotropic states and psychedelics. We've educated over **15,000** people, produced more than **500** episodes of the Psychedelics Today podcast, and become a trusted source of education and information for those who see hope in psychedelics – for themselves or their careers.

Every day, we speak to people who are working tirelessly to build something better. And increasingly, we're asked the same question: **Where is all this going?** Since the FDA rejected MDMA for PTSD in August 2024, more people than ever are questioning the future of psychedelics. Some even wonder if the resurgence is over.

**That's why we created this report:** to provide realistic answers and predict where the field is headed by pulling insights directly from those doing the work. The report addresses key questions:

- Who is working in the psychedelic field?
- What are the trends in hiring, start-ups, and solo practices?
- What are the biggest barriers and opportunities?
- How diverse and inclusive is the field?
- What does the future hold for psychedelic careers?

## Here's what we found:

- **Steady growth:** Despite setbacks like the FDA's MDMA rejection, the field is expanding with diverse roles and growing optimism.
- **Career transitions:** Psychedelics attract individuals from various backgrounds, with frequent transitions into the field.
- **Training matters:** Most professionals are pursuing or have completed specialized psychedelic training.
- **Mental health and balance:** Many report improved mental health and high job satisfaction, with emphasis on work-life balance, even in start-up settings.
- **Healthcare integration:** Psychedelics are increasingly seen as part of the future of mental health and wellness, with hope they'll be mainstreamed.

We've emerged from this project reinvigorated: results suggest our vision of a psychedelic-informed future is shared by a dedicated population striving to change the paradigm of health and wellness, no matter the challenges ahead.

We hope you find this report useful – and that in all the psychedelic work you do, you continue building with us.

In gratitude,



**Joe Moore**  
Co-Founder and CEO



**Kyle Buller**  
Co-Founder and Vice President  
of Education and Training

"Psychedelics and experiences in altered states of consciousness have actually been foundational and fundamental to human culture, and by pretending that they're not, as we've been doing for the last 50 years, we're making a huge mistake. We have to change that outlook and welcome and embrace what these gifts of the universe have to give us."

**Graham Hancock**

Bestselling Author

Psychedelics Today Podcast - Episode 398

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# ABOUT PSYCHEDELICS TODAY



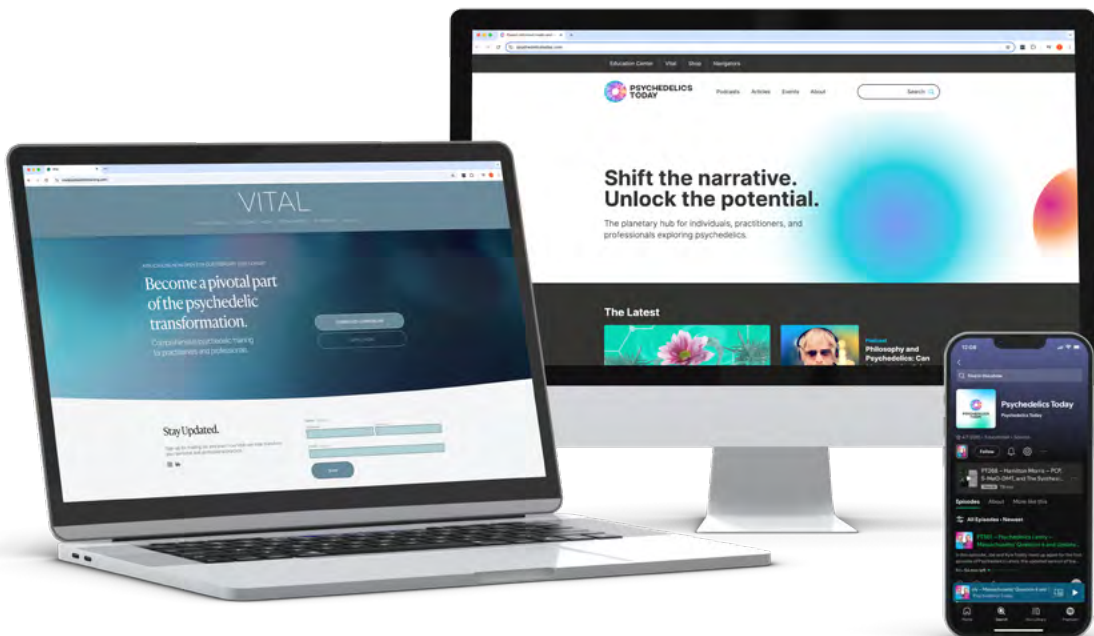
**Psychedelics Today** is the planetary leader in psychedelic education, media, and advocacy.

Psychedelics are set to disrupt the way humanity approaches healing and wellness, making way for a new paradigm in healthcare and cognitive liberty. Covering up-to-the-minute developments and diving deep into crucial topics bridging the scientific, academic, philosophical, societal, and cultural, Psychedelics Today is leading the discussion in this rapidly evolving ecosystem.

Through compelling content, thoughtful conversation, and industry-leading education for professionals and psychedelic-minded individuals – a community of hundreds of thousands – Psychedelics Today has the largest global reach of any media platform in the modern psychedelic realm.

Over 15,000 students have been trained through the **Psychedelic Education Center**, the planet's leading online resource for easily accessible psychedelic courses for individuals and professionals alike.

In 2022, Psychedelics Today launched **Vital**, a 12-month professional certificate training in the elements of psychedelic-informed practice, harm reduction, and integration.



# METHODOLOGY AND SAMPLE SIZE

The insights in this report are based on data gathered through an anonymous digital survey conducted by Psychedelics Today. The survey was distributed via email, social media, and partner networks, with responses collected over a two-week period in October 2024. Using Typeform as the platform, the survey consisted of both open-ended and multiple-choice questions, covering a range of topics including demographics, career information, education, and personal perspectives on psychedelics.

**A total of 751 individuals completed the survey.** Respondents were presented with variable questions based on their specific career or study paths, ensuring relevance to their unique experiences. Incomplete submissions were excluded from the analysis, and the survey was pre-tested by an internal pilot group to ensure the accuracy and reliability of the data collection process.

**Note:** For certain questions where respondents could select multiple answers, totals displayed in the report may not equal 100%. Additionally, percentages have been rounded to the nearest whole number, which may result in slight variations.

While this report aims to provide comprehensive insights into the psychedelic field, we acknowledge that the data reflects only those we were able to reach through our networks and may not fully represent all those engaged in this work globally. From Indigenous plant medicine practitioners to researchers busy in their labs, we recognize the diversity of this field and aim to expand our reach in future reports. It is our goal to repeat this survey (or a variation thereof) annually, building on this data and continuing to serve the community.

**We offer these findings as a reflection of the growing and evolving psychedelic field, showcasing the diversity of its contributors, the challenges they face, and their shared commitment to harness the potential of psychedelics in pursuit of a better world.**

"Science is downstream of culture. When you stop paying attention to culture and think the science is the only thing that matters, you're in big trouble. Psychedelic research was blocked for 20 years, not just in the U.S., but all over the world. Not because of science, but because of culture... public education and drug policy work is really going to be essential going forward."

**Rick Doblin**

Founder and President  
Multidisciplinary Association for  
Psychedelic Studies (MAPS)  
Psychedelics Today Podcast - Episode 556



# DEFINITIONS

## What is the Psychedelic Industry, Sector, or Field?

Finding the “correct” term to describe the environment in which people engage in business, cultivate community, and contribute their work to psychedelics has never been fully agreed upon. Words like “community,” “space,” “industry,” and “ecosystem” are used interchangeably across psychedelia, but none seem to fully capture the breadth of this field. At Psychedelics Today, we have carefully approached this definition, acknowledging that no one term fits all.

For the purposes of this report – where we discuss education and professional paths – we use the terms **Psychedelic Industry**, **Psychedelic Sector**, and **Psychedelic Field** interchangeably. These terms reflect the growing and diverse landscape of people and organizations involved in psychedelics, from business leaders to community builders.

As the field continues to evolve, so too will the language we use to define it – because how we describe this work shapes how the world will come to understand it.

## Who Are Psychedelic Professionals?

Much like the term used to describe the psychedelic field itself, the term **Psychedelic Professionals** is similarly debated. Other phrases like “psychedelic workers,” “personnel,” “community members,” and “peers” are often used interchangeably. Given that this report focuses on work and careers, we have consistently favored the term **Psychedelic Professionals** – although we acknowledge that the word “professional” may be contentious in some circles, particularly in a broader work context where it typically refers to highly credentialed roles like doctors or lawyers.

For our purposes, **Psychedelic Professionals** refers to anyone working in the field, regardless of their credentials. Whether licensed, holding advanced degrees, or gaining expertise through less traditional paths, we have chosen this term to be inclusive of all those contributing to the psychedelic ecosystem.

As this field grows, so too will our understanding of how to define the people carrying this work forward – and we will continue to refine our language to reflect that evolution.

## What is the Psychedelic Underground?

The term **Psychedelic Underground** represents a broad and diverse spectrum of individuals, groups, and practitioners who work with psychedelic compounds or offer related services – often outside of established legal or medical frameworks. While the word “underground” might evoke images of secrecy or illegality, the reality is far more complex and nuanced.

Those working in the psychedelic underground include everyone from WhatsApp suppliers to licensed psychotherapists who risk their professional credentials to help people resolve trauma with psychedelic compounds. Psychedelic churches, which use plant medicine sacraments, and retreat centers offering traditional ceremonies can also be part of this landscape, along with grassroots organizations like community testing centers. Support groups for microdosing moms, retirees, and psychedelic death doulas equally contribute to this underground network - and many of them aren't hiding.

Notably, **21% of the professionals who responded to our survey work in the underground**, bravely sharing their experiences despite the risks. Many of them put their freedom on the line to continue offering these services to those who seek them.

At Psychedelics Today, we are committed to acknowledging the contributions of the underground and the generations of people – including Indigenous medicine keepers – who have carried this torch. Through necessary civil disobedience and the passing of ancestral knowledge, they have paved the way for a future where psychedelics can be more widely understood and embraced. As governments, industry, and economic forces seek to capitalize on and control psychedelics, we will ensure the underground remains a recognized and integral part of this field and conversation. We will not forget them.

## What is Psychedelic Education?

**Psychedelic Education** encompasses the broad range of learning and training opportunities available to individuals seeking to understand or work with psychedelics. It includes formal academic programs, professional certifications, facilitator training, and informal or self-directed study. It also encompasses personal education, where individuals seek knowledge on the safe personal use of psychedelics and risk reduction practices.

Offerings range from degree programs to specialized workshops focused on integration practices, risk reduction, and psychedelic-assisted therapy. The rise of online courses, weekend intensives, and self-guided study reflects the accessibility and growing interest in the field.

At Psychedelics Today, we are committed to spreading **psychedelic literacy**. One of our core missions is to offer information and education to anyone seeking to learn more about psychedelics. We believe that education is the key to unlocking societal impact, fostering healing, and bringing about personal and global transformation.

Psychedelic education also carries the responsibility of honoring cultural and Indigenous knowledge systems that have shaped the use of psychedelics for centuries. As the field grows, integrating these diverse teachings alongside modern scientific approaches ensures both are respected and preserved.

# 02 RE- SULTS

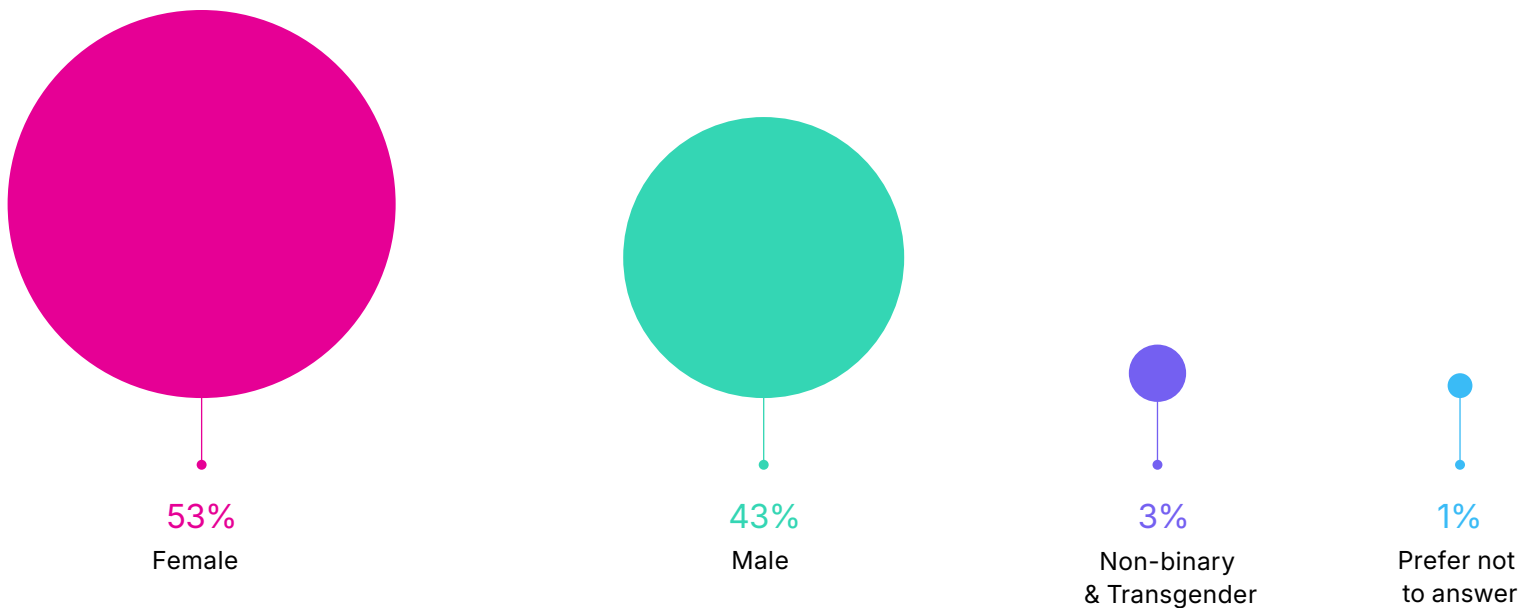
# DEMOGRAPHIC OVERVIEW

## Gender Identity Distribution in the Psychedelic Field

The majority of respondents identify as female. The higher percentage of female professionals could reflect the therapeutic and wellness sectors' prevalence in the psychedelic industry, areas where women tend to be more represented.

Non-binary and transgender individuals make up a smaller proportion, which suggests the field is somewhat inclusive but has room for growth in terms of gender diversity. Given the field's roots in personal growth and healing, there may be opportunities to foster more gender inclusivity.

As the industry grows, it can strengthen its efforts toward gender inclusivity, ensuring equal opportunities for all gender identities, especially in leadership and decision-making roles.



### Age Distribution in the Psychedelic Field

18-24 years old:	6%
25-34 years old:	19%
35-44 years old:	27%
45-54 years old:	26%
55-64 years old:	13%
65+ years old:	9%

The majority of respondents fall within the 25-54 age range. This suggests the psychedelic field is largely composed of mid-career professionals, many of whom may be transitioning from other sectors or seeking new opportunities in a burgeoning industry.

The relatively small percentage of younger professionals suggests there could be opportunities to create educational pathways, internships, and mentorship programs to help foster a sustainable pipeline of future professionals.

### Sexual Orientation Distribution in the Psychedelic Field

Heterosexual:	72%
Bisexual:	14%
Pansexual:	6%
Homosexual:	4%
Prefer not to answer:	3%
Asexual:	1%

While the majority of respondents identify as heterosexual, there is a significant distribution of people who identify differently (25%). This diverse sexual orientation distribution indicates an openness within the psychedelic field, which aligns with the values of personal exploration and identity that psychedelics often embody.

The field appears to provide a welcoming space for diverse sexual identities, suggesting that the industry's ethos is aligned with inclusivity and acceptance. Continuing to foster such an environment will help maintain and attract a broad spectrum of professionals.

### Ethnicity Distribution in the Psychedelic Field

White/Caucasian:	79%
Hispanic or Latinx:	7%
Black, African, or Caribbean descent:	3%
Asian or Pacific Islander:	2%
Indigenous:	2%
Middle Eastern or North African:	2%
Southeast Asian:	1%
Prefer not to answer:	4%

The overwhelming majority of respondents (79%) identify as White/Caucasian, with only small percentages representing other racial and ethnic groups. This lack of diversity reflects a broader challenge in the psychedelic industry, which has been critiqued for being dominated by Western frameworks that often marginalize or overlook Indigenous and non-Western traditions.

Addressing these disparities by promoting more inclusive educational, professional, and financial opportunities for underrepresented groups will be critical. The industry also has a responsibility to honor and integrate the Indigenous knowledge that has played a vital role in the history of psychedelics. Initiatives focused on diversity, equity, and inclusion can help bridge these gaps and create a more representative field.

"I like to think that this psychedelic revolution or renaissance is actually going back to the beginning, to the essence. And in that space you have to talk about the environment, the planet, ancestors, and their relationship to the planet and with the community."

**Senator Alejandra Lagunes**

Mexican Green Party

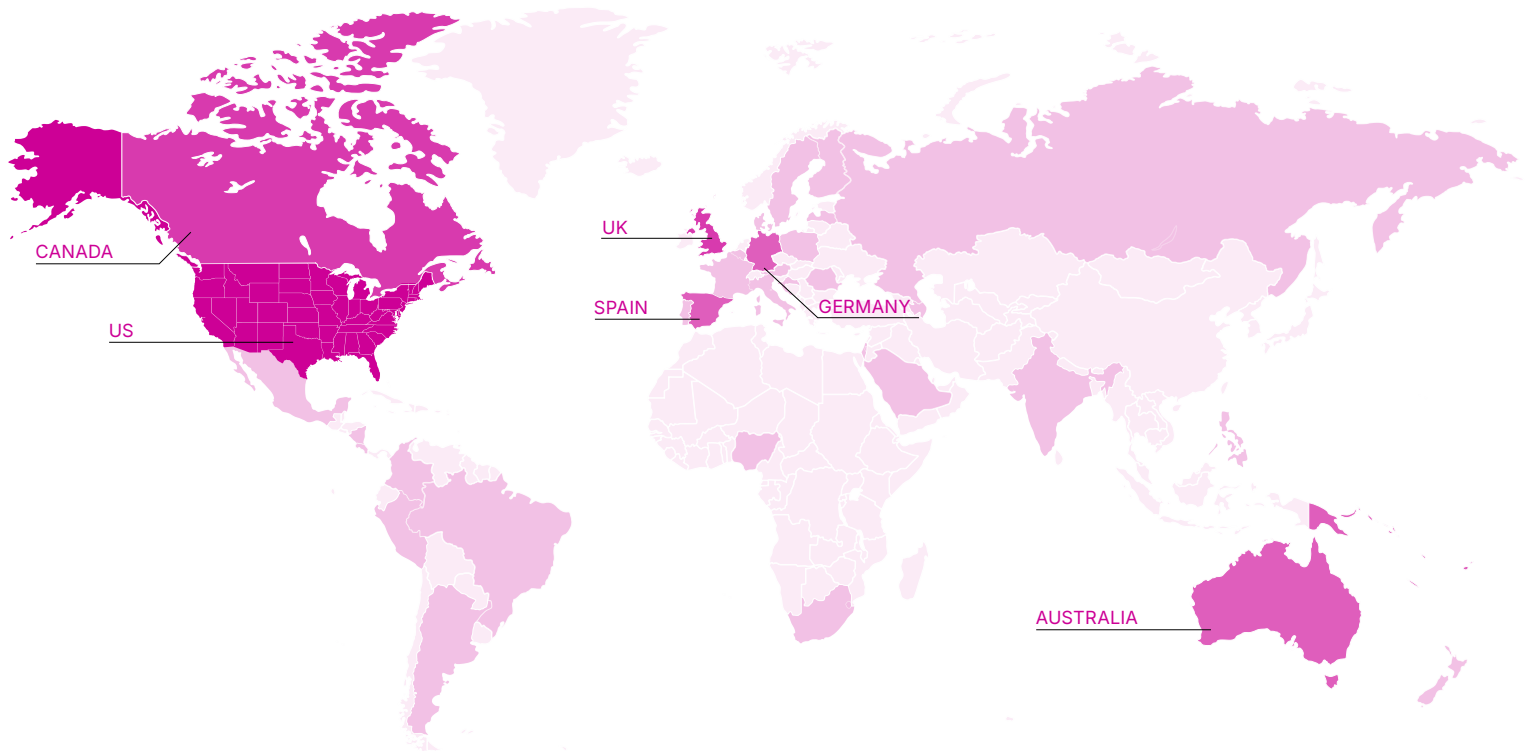
Psychedelics Today Podcast - Episode 433

## Geographic Distribution of the Psychedelic Field

United States:	62%
United Kingdom:	7%
Canada:	7%
Australia:	4%
Spain:	4%
Germany:	4%
Other countries:	12%

The majority of respondents are based in the United States (62%), followed by the United Kingdom and Canada (both 7%). Australia, Spain, and Germany also have a small but notable presence (each 4%), followed closely by the Netherlands (at 3%). This geographic distribution reflects where much of the modern psychedelic movement is gaining traction, with North America and Europe leading the charge in research, policy change, and clinical trials.

As psychedelic interest grows globally, it's important to recognize that regions like South America, with its deep plant medicine traditions, and other parts of the world could play pivotal roles in expanding the field. Efforts to include and collaborate with diverse cultures will not only broaden the industry's reach but also enrich its knowledge base and practices.



**The other countries where respondents with 1% or less:**  
 Portugal, Mexico, South Africa, Israel, India, Belgium, Costa Rica, Italy, Argentina, Poland, Peru, Philippines, Sweden, France, Denmark, Austria, New Zealand, Nicaragua, Croatia, Nigeria, Lithuania, Finland, Armenia, Romania, Russia, Saudi Arabia, Brazil, Colombia

# PERSONAL TRAITS AND PERSPECTIVES

## The Use of Psychedelics Within the Field

A significant portion of respondents reported having personal experience with psychedelics, a key trait among people in the psychedelic field. This suggests that many individuals working in the industry not only advocate for psychedelics but have first-hand experience with their effects.

<b>Significant experience with psychedelics:</b>	<b>70%</b>
<b>Some experience with psychedelics:</b>	<b>26%</b>
<b>No experience:</b>	<b>4%</b>

The prevalence of psychedelic use among respondents highlights the deep personal connection many have with the substances they work with. This personal experience can enhance credibility and empathy when engaging with patients or conducting research. However, it also raises questions about bias and objectivity in professional roles. As the industry grows and becomes more integrated into mainstream healthcare, it will be important to balance personal advocacy with scientific rigor to maintain credibility and trust.

## Public Discussion of Psychedelics

Many respondents expressed comfort with discussing psychedelics publicly, reflecting an evolving attitude toward the topic within the professional field.

<b>Very comfortable:</b>	<b>60%</b>
<b>Somewhat comfortable:</b>	<b>30%</b>
<b>Neutral:</b>	<b>5%</b>
<b>Somewhat uncomfortable:</b>	<b>4%</b>
<b>Very uncomfortable:</b>	<b>1%</b>



A majority of respondents feel comfortable discussing psychedelics in public, indicating a growing openness and de-stigmatization of the topic within the industry. However, a smaller portion of respondents still feel uncomfortable discussing psychedelics, which may reflect the lingering stigma in certain regions or professional settings.

As psychedelics become more mainstream, especially with ongoing legalization efforts, promoting open dialogue will help empower professionals and laypeople alike to discuss these topics more freely.

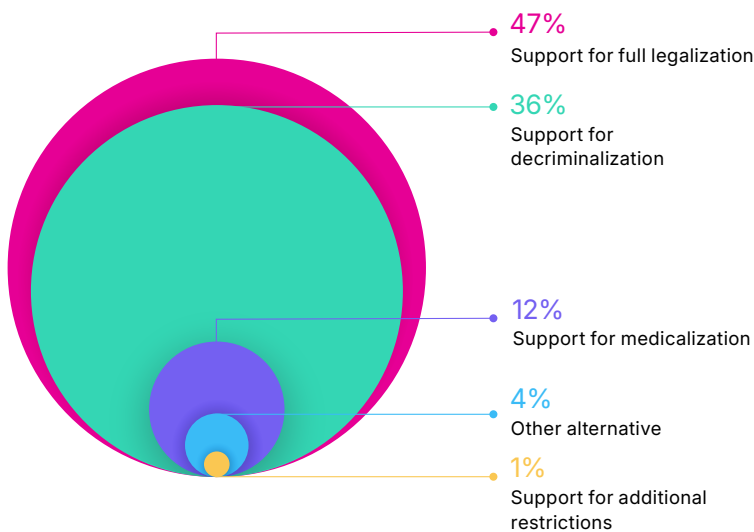
### Perspectives on Psychedelic Regulations

Respondents expressed varying views on how psychedelics should be regulated, reflecting the complexity of this issue within the field.

The strong support for decriminalization and medicalization of psychedelics suggests that people in the field are aligned with risk reduction strategies and the therapeutic potential of psychedelics. However, opinions are divided between those advocating for full legalization and those who prefer a more cautious, medicalized approach.

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### Insights:

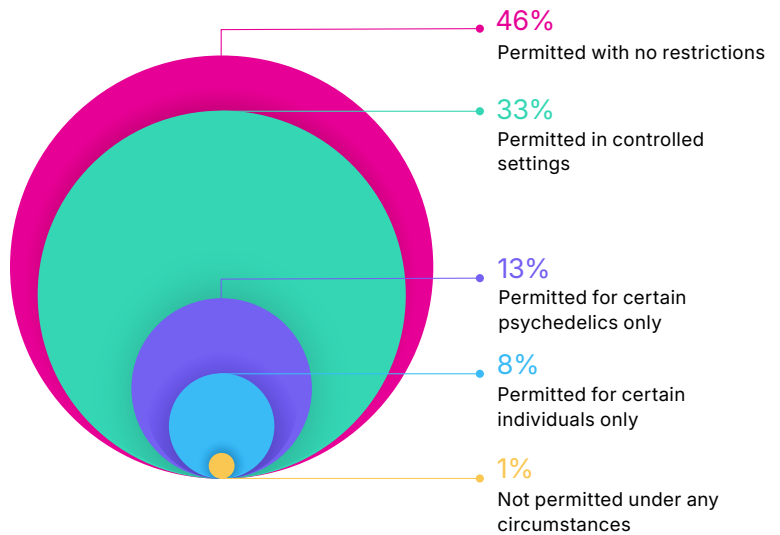
This diversity of opinions on regulations for both medical and non-medical use highlights the ongoing debate within the field: **whether psychedelics should be treated as medicines within regulated systems or if they should be accessible for recreational and personal use (or both)**. As the regulatory landscape continues to evolve, it will be critical for professionals to navigate these differing viewpoints while contributing to policy discussions that prioritize both safety and accessibility.

## RESULTS

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### Perspectives on Non-Medical (Recreational or Betterment) Consumption

The survey also explored respondents' views on non-medical (or recreational) use of psychedelics, including how they should be handled for personal betterment or exploration outside of a medical or therapeutic setting.



Results suggest strong support for individual freedom and autonomy in psychedelic use. However, a significant portion favor controlled settings, indicating concerns about safety and responsible use.

"The advice I really give to people is to try to be an expert in something, and it doesn't have to be psychedelics... Therapists, statisticians, lawyers, or great people who understand policy - we're going to need all of these things. I really believe in this model of becoming an expert in a skillset and then applying it to psychedelics."

**Dr. Anne Wagner**

Psychologist & Founder

Remedy Institute

Psychedelics Today Podcast - Episode 227

# EDUCATIONAL AND EMPLOYMENT BACKGROUND

## Educational Background Distribution

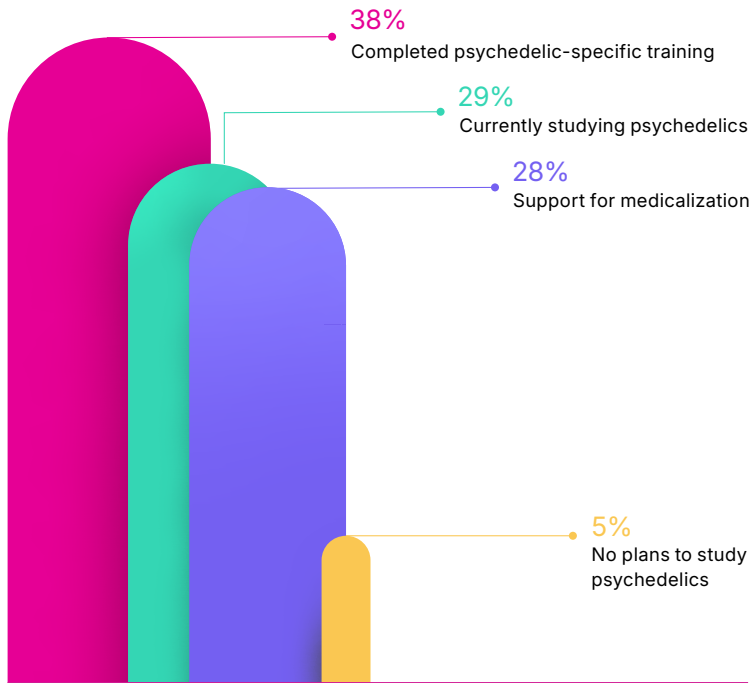
There is a wide range of educational backgrounds among people in the psychedelic field, with the majority holding advanced degrees.

<b>Master's degree:</b>	<b>35%</b>
<b>Bachelor's degree:</b>	<b>28%</b>
<b>Some college:</b>	<b>14%</b>
<b>Doctorate/Ph.D.:</b>	<b>12%</b>
<b>Associate degree:</b>	<b>6%</b>
<b>High school diploma or equivalent:</b>	<b>5%</b>

The psychedelic industry attracts highly educated individuals, many of whom have pursued advanced studies. The presence of those with doctorates further emphasizes the field's academic and research-driven nature. However, there are also professionals with more varied educational backgrounds, suggesting the field's inclusivity for individuals from diverse educational paths.

## Psychedelic-Specific Education Distribution

In addition to general education, many respondents have received training specific to psychedelics.



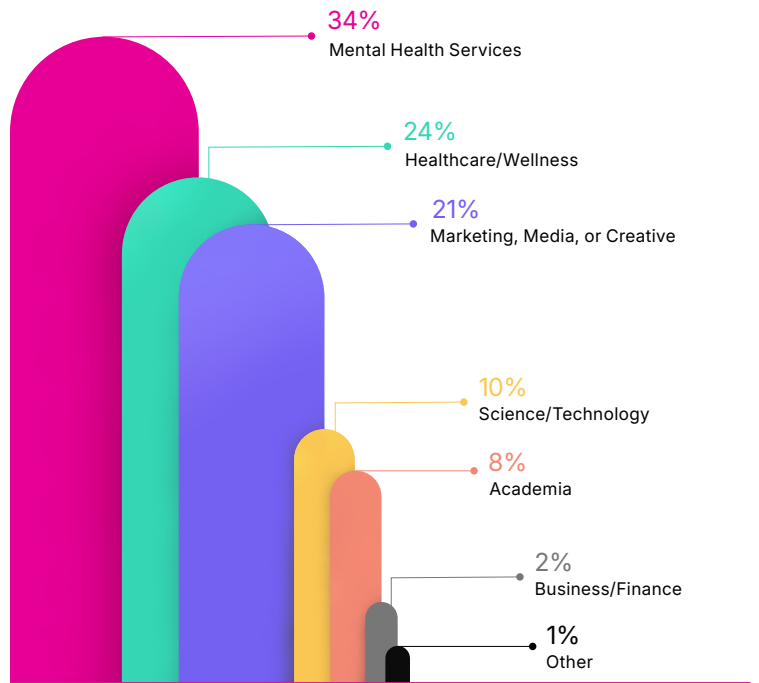
With 95% either having completed, currently studying, or planning to study psychedelics, there is an apparently strong commitment to the pursuit of knowledge within the field.

Popular forms of psychedelic education include self-taught/independent study (29%), facilitator training (18%), and professional certification (18%). This reflects the dynamic nature of the field, where formal training programs are growing, but many still turn to self-guided learning through books, podcasts, webinars, and short courses.

The growing demand for structured educational pathways indicates a push toward professionalizing the field and ensuring that those working with psychedelics are well-equipped to do so safely and ethically.

## Prior Work Experience

Respondents come from a diverse range of professional backgrounds before entering the psychedelic field.



Respondents' prior experience in mental health and healthcare is no surprise, aligning with the therapeutic and clinical nature of much of the psychedelic field. The presence of professionals from marketing, media, or creative fields reflects the growing need for public education, communications, and creative outreach in the psychedelic space.

The inclusion of individuals from technology and finance also suggests that the field is expanding beyond its traditional focus on health and wellness, incorporating more diverse industries to meet the demands of a growing market.

"I'm tremendously interested in psychedelics' potential at the moment for therapeutic use and ceremonial use, and actually, if I think about it, I would say I'm really interested in the possibility that they can save the world. I don't see many other things out there that can do that."

**Andrew Weil, M.D.**

Founder, Author, and Integrative Medicine Expert  
Psychedelics Today Podcast - Episode 377

# THE FIELD OF PSYCHEDELICS

## Overview of the Field of Psychedelics

**The psychedelic field encompasses individuals from all corners of the globe, bringing together researchers, policy makers, therapists, media professionals, and those working in the underground.** From academic labs to clinical settings, grassroots organizations, and underground ceremonies, the field reflects a broad spectrum of roles and approaches to advancing psychedelic science and practice.

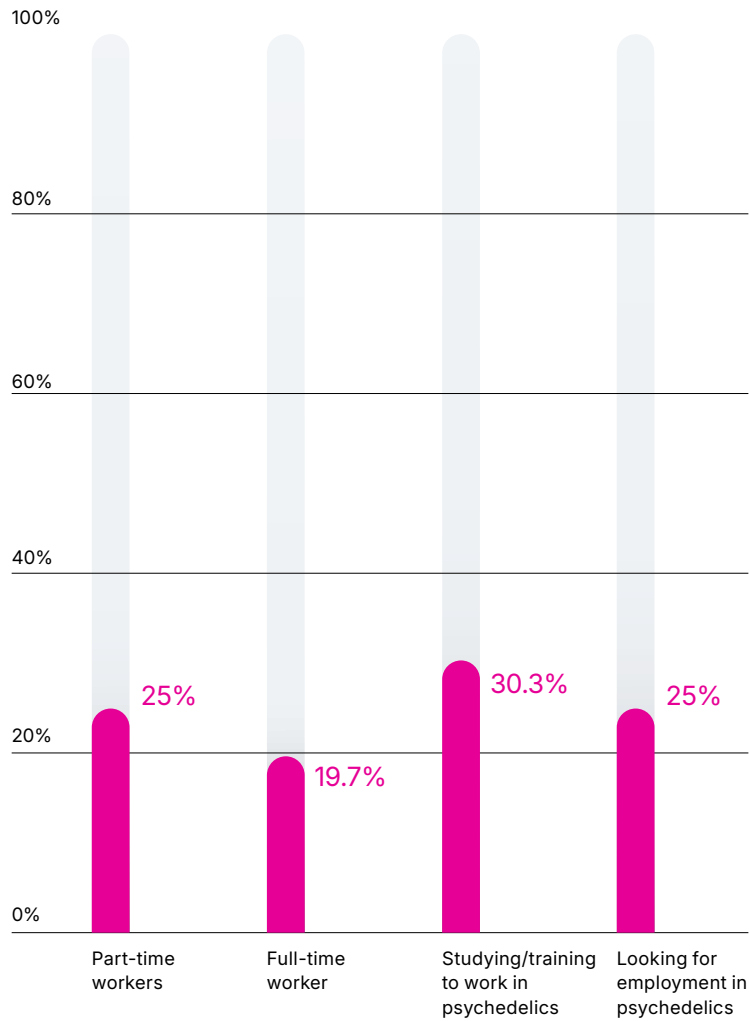
We recognize that everyone in the field, regardless of their role or position on the spectrum of legality, has a place here and plays a part in driving the movement forward. Policy makers are shaping the future regulatory environment, clinicians are bringing psychedelic therapies to patients, and media professionals are helping educate the public. At the same time, those in underground practices often provide critical access to psychedelic experiences where legal frameworks lag behind.

Despite setbacks – such as the 2024 MAPS FDA rejection of MDMA for PTSD treatment – the field continues to charge ahead. Many are setting up businesses, studying to get involved, and creating novel therapeutic approaches. There is a shared motivation to see major policy changes and a deep belief that psychedelics can transform the world for the better.

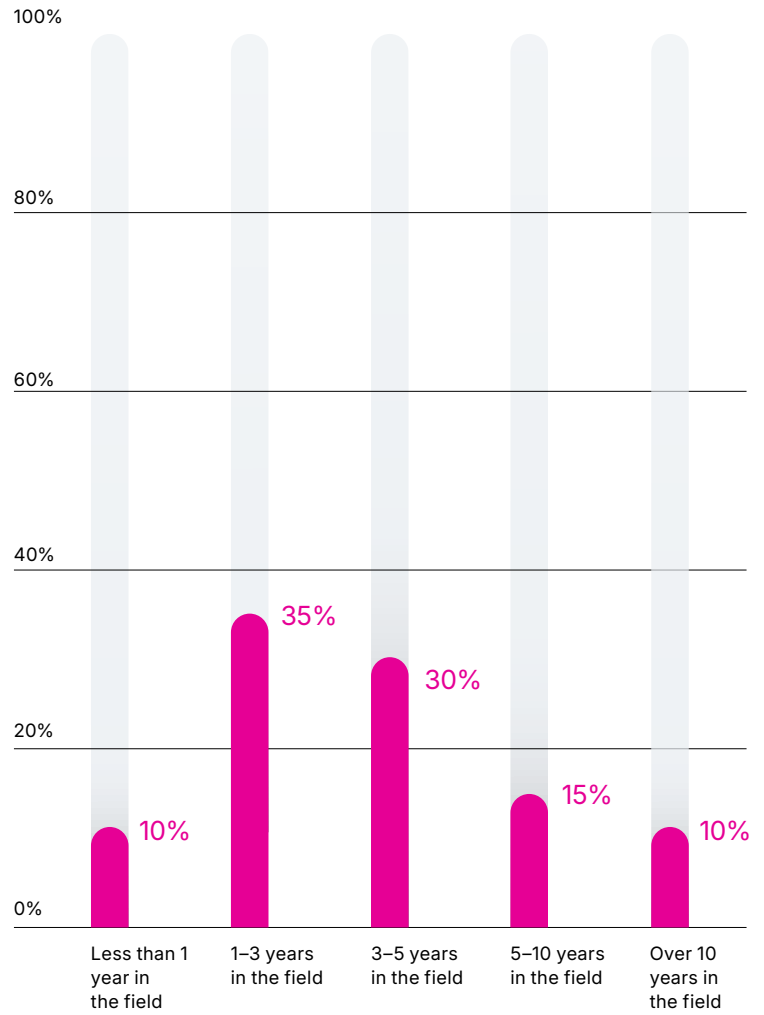
## Industry Growth Trends

The psychedelic field is growing rapidly, with most professionals having entered the field within the last five years, indicating that it is still in the early stages of development.

### Employment Status in the Psychedelic Field



### Years of Experience in the Psychedelic Field



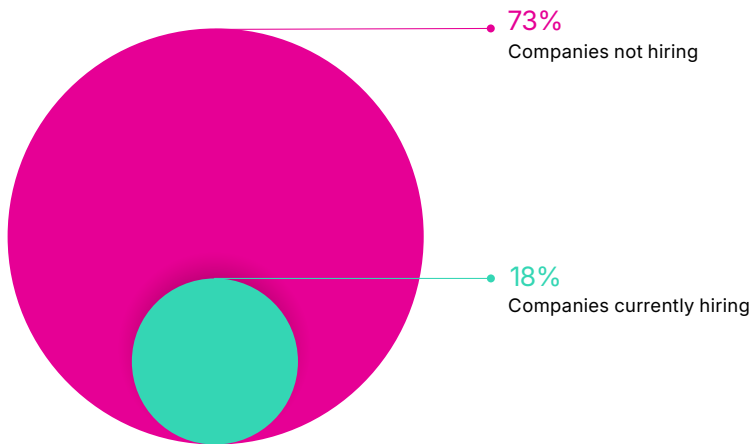
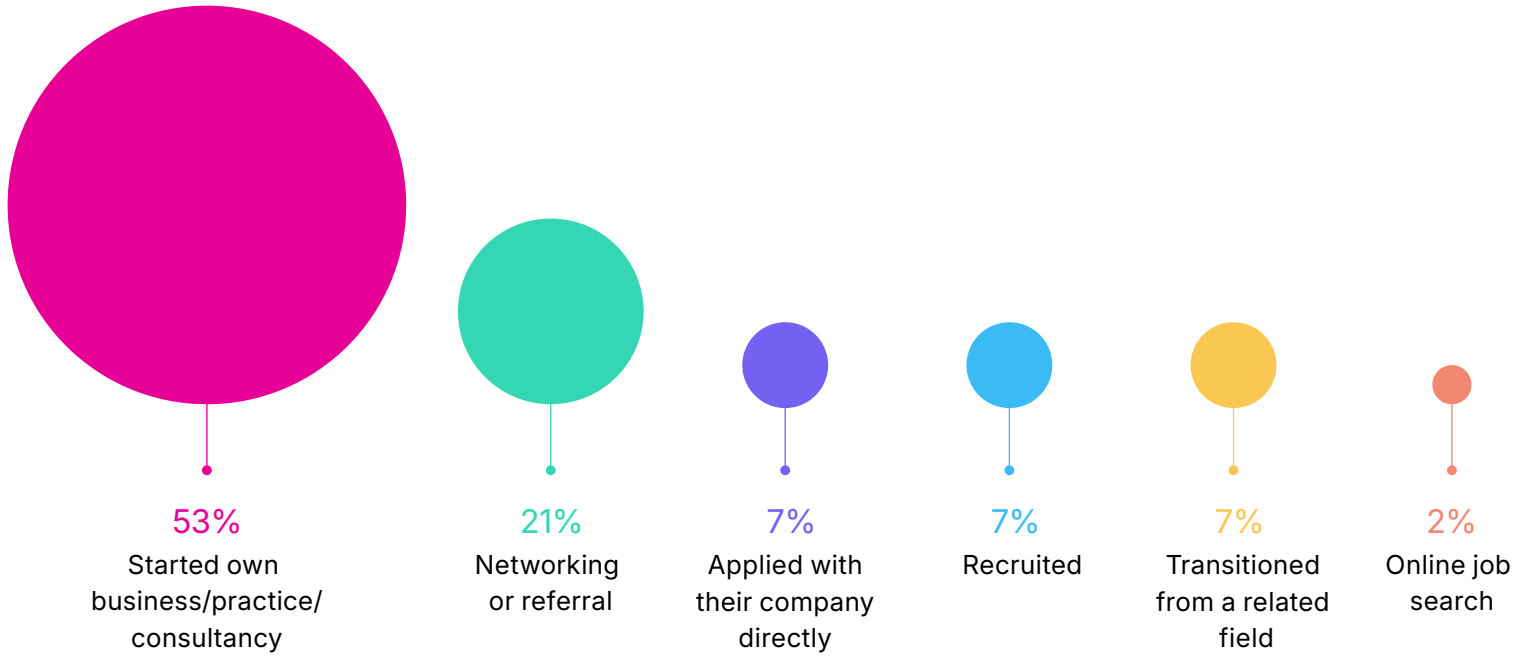
### Insights:

The psychedelic field continues to attract individuals, with most respondents reporting relatively recent involvement. Approximately 35% have been working in the field for 1-3 years, reflecting the rapid expansion of opportunities. There are still relatively few full-time positions (19.7%), and many professionals are either part-time or still in training, suggesting that the space is still maturing.

## Pathways Into Psychedelics, Job Creation & Hiring Trends

A large portion of people entered the field as self-starters, with many creating their own roles and relying on networking, while traditional hiring remains limited.

A large portion of respondents (56%) started their own business or practice, highlighting the entrepreneurial spirit of the psychedelic field. Networking is also key, with 21% of respondents landing roles through referrals.



Despite this growth, only **18%** of companies are currently hiring, which may not indicate low industry growth but rather reflect the prevalence of independent consultancy and small businesses.

### Remote vs. On-Site Work

Remote and hybrid work models dominate the psychedelic field, though certain clinical and therapeutic roles require on-site work.

Hybrid work (some remote, some on-site):	59%
Fully remote work:	27%
Fully on-site work:	14%

Remote work is common in the psychedelic field, particularly for roles in advocacy, media, and research. However, clinical and therapeutic roles often require more in-person interaction, leading to a smaller percentage of fully on-site workers. This flexibility has helped the industry attract a diverse group of professionals, particularly those outside of clinical roles.



"We've got to keep going. Yes, it's going to be an iterative process. Yes, it's going to be messy. We need to have a continual strong flow of support that is not with the expectation that this is going to go perfectly. We are going to keep trying and support in every way possible the people who are taking their time and energy to do this for the field. It's a massive undertaking."

**Lia Mix**

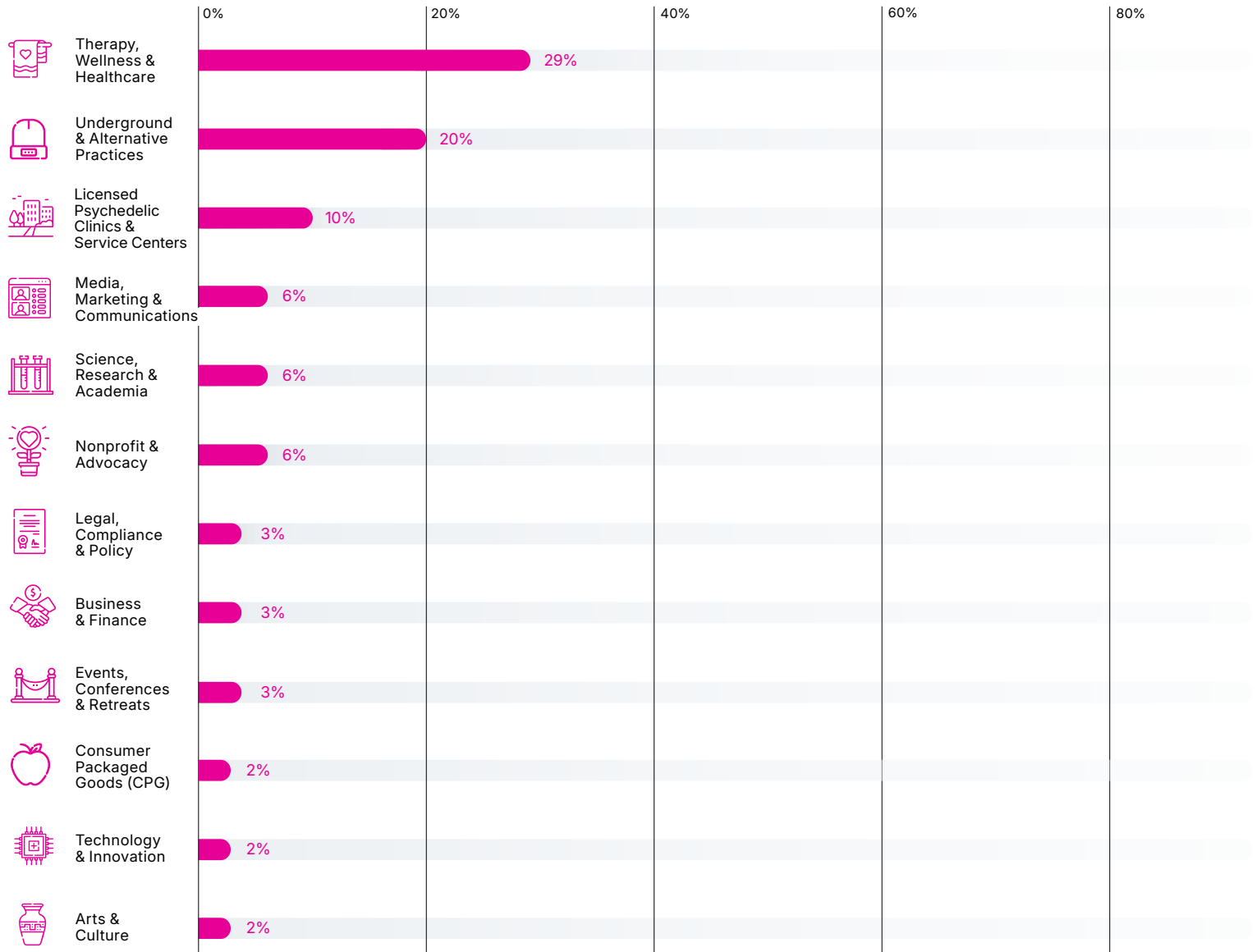
LMFT, CPTR, Founder & CEO

Delphi

Psychedelics Today Podcast - Episode 524

## Main Sectors and Roles in Psychedelics

The collective field encompasses a wide spectrum of sectors and roles.



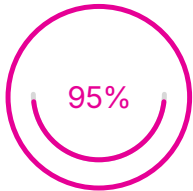
### Insights:

While therapeutic and wellness roles remain the largest sector in the psychedelic field, it's notable that underground and alternative practices make up a significant portion, almost on par with formal healthcare. This highlights the ongoing demand for access to psychedelics outside of licensed clinical settings, particularly in regions where legal frameworks are still evolving. The strong presence of underground practices underscores the importance of alternative pathways in shaping the future of the field.

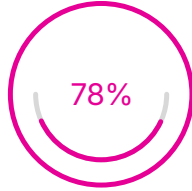
Licensed clinics are steadily growing as more countries formalize psychedelic-assisted therapy, and media and advocacy efforts continue to play crucial roles in educating the public and advancing policy changes. Smaller sectors like technology, business, and the arts are emerging, each contributing unique perspectives and innovations. As the industry matures, these sectors are likely to expand, bringing a more holistic and integrated approach to the future of psychedelics.

## Workplace Satisfaction

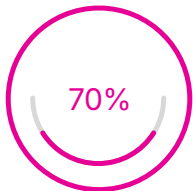
The psychedelic field is unique in that it not only promotes healing but also reflects those values internally. A striking majority of respondents say their work positively impacts their mental health, and most feel supported by their workplaces. However, while 69% report a good work-life balance, a notable portion still experiences challenges – especially in start-up environments – indicating room for growth in maintaining wellness as the field expands.



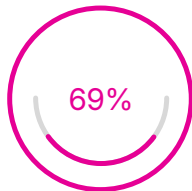
Industry has had a positive impact on their mental health



Their workplaces prioritize mental health



Satisfied with their current role (very satisfied + satisfied)



Work-life balance (good or excellent)

## Prioritization of Diversity and Gender Inclusion in the Workplace

While there is recognition of the importance of gender balance, ethnic diversity is still lacking, and most workplaces have limited policies to address these gaps.

- Gender balance importance (very important or higher): 70%
- Ethnic diversity representation (somewhat or well-represented): 41%
- Workplace policies promoting diversity: 30%

### Insights:

The field is moving towards greater acceptance, with a majority of respondents expecting mainstream integration of psychedelics, particularly in therapeutic settings. However, the continued growth of the underground sector highlights that not all advancements will come through formal, regulated pathways. The balance between medicalization, regulation, and underground practices will likely define the next stage of the psychedelic movement, as different regions and sectors approach psychedelics with varying degrees of formality and openness.

## Barriers to Entry and Opportunities for Growth

While regulatory challenges are seen as the greatest barrier to the growth of the psychedelic field, there are immense opportunities for growth, particularly in mental health treatment. Respondents also have clear expectations about where the field is headed in the next 5–10 years, with mainstream acceptance and regulated therapeutic use topping the list. This reflects a growing belief that psychedelics will become more integrated into conventional healthcare systems, though underground practices are also expected to maintain a strong presence.

### Top Challenges to Mainstreaming Psychedelics (ranked):

1. Regulatory issues & laws
2. Lack of education/awareness
3. Public stigma
4. Financial or investment barriers

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1. Regulatory issues & laws
2. Lack of education/awareness
3. Public stigma
4. Financial or investment barriers
5. Financial or investment barriers

"The time has come for us to for us to recognize what a failure the War on Drugs was, how much it set us back and how many millions of people were adversely affected by this, not only through incarceration, but through the lack of good research that could have saved lives and improved the health of millions."

**Senator Tom Daschle**

Founder and CEO

Daschle Group

Psychedelics Today Podcast - Episode 514

03

PSYCHE-  
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SECTORS  
AND CA-  
REERS

# THERAPY, WELLNESS & HEALTHCARE

## Overview of the Field

**Therapy, Wellness & Healthcare** is at the forefront of the psychedelic resurgence, where mental health care, addiction treatment, and personal growth are becoming intertwined with the use of psychedelic substances. As regulations evolve and the therapeutic and health benefits of psychedelics gain wider acceptance, this sector is poised for significant growth. Professionals in this field are leading the charge in transforming how we approach healing for conditions like PTSD, depression, anxiety, and addiction, offering new hope for those suffering from treatment-resistant conditions. **With ongoing research, the pursuit of regulatory approval, and increasing societal acceptance, the integration of psychedelic therapy into mainstream healthcare will continue to expand, unlocking new opportunities for practitioners, patients, and the industry as a whole.**

### Common Job Titles

- Licensed therapist (e.g., psychotherapist, clinical psychologist)
- Integration coach
- Clinical social worker
- Support group facilitator
- Harm reduction specialist

### Salary Range

Income can vary by region and role, with licensed practitioners generally earning more than those in non-administrative support roles or burgeoning practices.



## Educational Requirements

Most people in this field hold advanced degrees, particularly for licensed roles such as psychotherapists or clinical psychologists. However, psychedelic-specific education is a growing trend:

- **48%** have completed formal psychedelic-specific training.
- **15%** are currently pursuing psychedelic studies, indicating continued interest and specialization in this area.
- **10%** have engaged in independent study or short-term workshops.

## Licensing and Solo Practice

- **40%** of respondents hold a formal license, such as psychotherapy or medical licensure.
- **80%** operate as solo practitioners, reflecting the flexibility and independent nature of the work.

## Direct Administration of Psychedelics

Approximately **30%** directly administer or facilitate psychedelic substances, often in clinical or therapeutic settings. Others focus on preparation and integration, offering supportive care and coaching outside of direct psychedelic experiences.

## Workplace Satisfaction, Wellbeing & Challenges

When asked what they love most about their work, professionals in this sector emphasized **the transformative impact they see in their clients**. Around **70%** of respondents report a positive work-life balance, with many professionals citing the flexibility of solo practice as a major benefit. However, solo practitioners often face financial instability, especially in regions where insurance does not cover psychedelic-assisted therapy.

## THERAPY, WELLNESS & HEALTHCARE

# FEATURED EXPERT



**Dr. Ingmar Gorman**

Chief Executive Officer &  
Psychologist, Fluence  
United States

“The best part of my day-to-day work is the variety it offers. I get to engage deeply with clients, learning from their experiences and helping them grow within the rapidly evolving field of psychedelic psychotherapy. I am constantly involved in solving complex problems related to therapy models in clinical research, which keeps my work stimulating. Additionally, running a business offers its own learning opportunities, which I hadn’t encountered in my academic training.”

# LICENSED PSYCHEDELIC CLINICS & SERVICE CENTERS

## Overview of the Field

**Licensed Psychedelic Clinics & Service Centers** are on the front lines of legal psychedelics offering controlled environments for administering substances like ketamine and psilocybin. In the U.S., ketamine clinics are leading the way, with many providing telehealth services that allow patients to access treatment from their own homes. Psilocybin service centers, such as those emerging in Oregon, offer non-therapeutic guided sessions. As legislation continues to evolve globally, **the range of services and substances offered in these clinics is expected to expand, creating more opportunities for practitioners and individuals seeking psychedelics in guided and controlled settings.**

## Common Job Titles

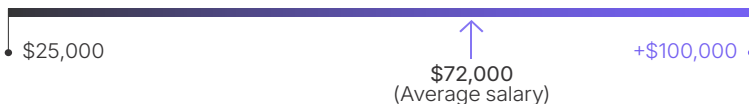
- Clinic owner
- Medical director
- Therapist or counselor
- Nurse or healthcare practitioner
- Integration coach
- Administrative staff
- Psychedelic facilitator

## Services and Substances Offered

- Ketamine-assisted therapy
- Psilocybin sessions
- Integration support services for patients post-experience
- General wellness services and personal growth experiences
- End-of-life care services

## Salary Range

The average salary is higher for licensed medical practitioners, such as doctors or clinical directors, while administrative and support roles tend to fall into lower ranges.



## Educational Requirements

Professionals in licensed clinics tend to have diverse educational backgrounds, including advanced degrees in healthcare or psychology. Psychedelic-specific education is also growing in importance:

- **80%** have completed formal psychedelic-specific training.
- **96%** (an overwhelming majority) have completed or are currently studying psychedelics to bolster their knowledge.

## Workplace Dynamics and Telehealth

Many licensed clinics have embraced telehealth services to expand their reach, with **40%** polled offering virtual options for ketamine therapy. This approach has allowed practitioners to serve patients in remote or underserved areas, making ketamine therapy more accessible. Additionally, many clinics are experimenting with hybrid models that combine in-person and virtual sessions, providing flexibility and convenience for both practitioners and patients.

## Workplace Satisfaction, Wellbeing & Challenges

Professionals in **Licensed Psychedelic Clinics & Service Centers** report high job satisfaction, with **75%** feeling satisfied or very satisfied. Many love the impact they have on patients' lives, **particularly in helping individuals heal from treatment-resistant mental health conditions.** The flexibility of small or solo practices also supports a healthier work-life balance. Around **70%** believe the industry will grow significantly in the next 5 - 10 years, with the inclusion of new substances such as MDMA and broader public acceptance. However, **navigating complex regulations and securing insurance coverage for psychedelic therapies remain significant challenges.**



# LICENSED PSYCHEDELIC CLINICS & SERVICE CENTERS

# FEATURED EXPERT



**Dr. Sam Zand**

Founder & CEO, Anywhere Clinic  
United States

"We are providing thorough in-house training for insurance accepted ketamine therapy clinicians in over 20 states, with a goal to bridge traditional care with psychedelic therapy. Over the next five years, I expect AI-guided therapies to revolutionize mental health care by curating personalized treatments based on individual needs, particularly in holistic and psychedelic-assisted therapies, enhancing accessibility and outcomes."

# SCIENCE, RESEARCH & ACADEMIA

## Overview of the Field

The **Science, Research & Academia** sector is essential for advancing the understanding and therapeutic applications of psychedelics. Researchers, scientists, and academic professionals are at the forefront of evidence-based discoveries, contributing to the growing body of knowledge on the clinical, neurobiological, and cultural aspects of psychedelics. Clinical trials, neuroscience studies, and ethnobotanical research drive this sector's impact on the broader acceptance of psychedelics as mainstream therapeutic agents. As regulations continue to evolve, **this sector will play a key role in providing evidence-based insight into the applications of psychedelics, particularly measurements of how the body and mind respond under the influence of these powerful compounds and plant medicines.**

### Common Job Titles

- Researcher (academic or private sector)
- Clinical trial coordinator
- Lab technician
- Data analyst
- Professor/educator
- Ethnobotanist

### Services and Research Focus

- Clinical trials for psychedelic-assisted therapies
- Neuroscience studies on brain function during psychedelic experiences
- Ethnobotanical studies on plant medicines
- Drug discovery and development for therapeutic psychedelics
- Pharmacological analysis of psychedelic compounds

## Salary Range

Student researchers working for academic institutions tend to earn the average, while those in the private sector, particularly in clinical trials or drug development, can earn more (global region and role seniority dependent).



## Educational Requirements

Professionals in this field typically hold advanced degrees, with many possessing specialized training in psychedelic studies or clinical trial management:

- **81%** have a Master's or Doctorate degree.
- **64%** have completed formal psychedelic-specific training.

## Workplace Satisfaction, Wellbeing & Challenges

People working in **Science, Research & Academia** report high levels of job satisfaction, with 75% satisfied or very satisfied with their work. **Many professionals in this field appreciate the opportunity for innovation and discovery, as their efforts contribute to the collection of replicated, valid data.** However, they also face significant challenges, including **navigating complex regulatory frameworks and securing funding for research**, both of which are often hindered by public stigma and legal barriers.

SCIENCE, RESEARCH  
& ACADEMIA

# FEATURED EXPERT



**Tommaso Barba**

Researcher, Imperial College London  
Centre for Psychedelic Research  
United Kingdom

“What I find most fulfilling in my day-to-day work is guiding healthy volunteers through 5-MeO-DMT and extended-state DMT sessions. As a scientist, I collect brain data using high-density EEG during these intense psychedelic states. At the same time, I am present with these individuals, along with my amazing colleagues, to guide them through these profound experiences. This combination of scientific discovery and personal connection makes the job both fascinating and unexpectedly challenging. Additionally, writing and interpreting the data feeds my curiosity and eagerness to expand my knowledge.”

# EXECUTIVE, BUSINESS & FINANCE

## Overview of the Field

The **Business & Finance** sector within psychedelics involves professionals who oversee operations, manage investments, handle financial planning, and lead business development for companies in the psychedelic industry. This sector **plays a pivotal role in driving innovation by securing funding, guiding business strategies, and ensuring financial sustainability as the field navigates an evolving regulatory landscape.** As the industry grows, expertise in financial management and business development becomes even more critical.

## Common Job Titles

- Chief Executive Officer (CEO)
- Chief Financial Officer (CFO)
- Investor/Venture capitalist
- Consultant/Strategist
- Operations manager
- Finance/accounting professional

## Salary Range

The majority of executives and venture capitalists report earning higher salaries, while other roles like operations and those in start-up environments still working to secure capital earn less.



## Educational Requirements

Professionals in this sector tend to have a strong background in business and finance. Psychedelic training is traditionally lower in this group, though rising in popularity and demand as executives come to understand the value psychedelic insight can offer their businesses.

- **70%** hold a Master's degree or higher.
- **30%** have completed psychedelic-specific training.
- **12%** have pursued independent psychedelic study.

## Workplace Satisfaction, Wellbeing & Challenges

People working in **Business & Finance** report a moderate level of job satisfaction, with around 75% expressing satisfaction. **The ability to support innovative ventures in the psychedelic space is a key driver of satisfaction.** However, challenges include navigating complex regulations, securing long-term funding, and managing public perception, particularly as investment fluctuates due to market uncertainty and stigma around psychedelics. Work-life balance varies, with **some reporting high levels of stress related to the demands of running or funding startups.**

EXECUTIVE,  
BUSINESS & FINANCE

# FEATURED EXPERT



**Daniel Goldberg**

Co-Founder & Partner, Palo Santo  
United States

“We’re fortunate to have a Scientific Advisory Board with deep expertise in the 5-HT<sub>2A</sub> receptor, combined with a full-time, in-house team with significant biotech experience – an uncommon combination among investors in psychedelic therapeutics – that enables us to identify groundbreaking opportunities and actively support the clinical advancement of these therapies, driving innovation across the sector.”

# EVENTS, CONFERENCES & RETREATS

## Overview of the Field

**Events, Conferences & Retreats** are where psychedelics come to life and build community. From massive business conferences and cutting-edge research forums to niche community-oriented festivals and private healing retreats, the psychedelic movement is growing globally. Collaborative events, conferences, and retreats foster real-time healing, celebration, collaboration, and learning. Whether in tropical retreat centers or conference halls, these gatherings are at the core of community-building, education, and personal transformation in the psychedelic space. As interest continues to grow, **these events play a key role in shaping the industry's future, bringing together thought leaders, practitioners, and participants.**

### Common Job Titles

- Event/retreat organizer
- Workshop facilitator
- Logistics coordinator
- Volunteer coordinator
- Speaker/presenter

## Global Reach of Psychedelic Events

Psychedelic events, conferences, and retreats are being held all around the world, making an impact in multiple regions:

- **50%** of respondents organize events and retreats in **North America**
- **7%** hold events and retreats in **Europe**
- **25%** operate in the **Global South**
- **19%** hold events in **Central America & The Caribbean**
- Virtual events have grown in prominence, with **25%** of respondents hosting **online/virtual** events

## Salary Range

Salaries vary widely, depending on the country and event or retreat type. Most volunteer-based or part-time roles earn lower salaries, while full-time, large-scale event organizers report earn higher salaries.



## Educational Requirements

People in this sector have diverse educational backgrounds. Additionally, psychedelic-specific education is becoming increasingly valuable:

- **45%** of respondents have completed formal psychedelic-specific training.
- **80%** hold a Bachelor's degree or higher.

## Workplace Satisfaction, Wellbeing & Challenges

People in the **Events, Conferences & Retreats** sector report high levels of satisfaction, with **80%** expressing that they are satisfied or very satisfied with their work. Many respondents **appreciate the freedom to innovate in event planning and the opportunity to witness the tangible healing impact on participants.** Organizing these events allows them to foster community and create meaningful, transformative experiences for attendees. However, challenges still exist, particularly when it comes to **navigating logistical complexities for large-scale events and securing funding for festivals and conferences, which can be a significant hurdle in this growing space.**

## EVENTS, CONFERENCES & RETREATS

# FEATURED EXPERT



### Amit Elan

Founder & Facilitator, Kiyumi -  
Psychedelic-Assisted Experiences  
Netherlands

"The most rewarding aspect of my work is creating and guiding safe, diverse, and inclusive spaces where people can explore vulnerability and the full spectrum of the human experience together, where participants feel supported to fully express themselves and engage in deep self-inquiry, whether challenging or pleasurable. I love witnessing people potentialize their life force and vitality, knowing they're in a compassionate space to navigate the beauty and pains of life in a real, honest, and healing way in resonance with others. This deeply connected, heart-centered approach inspires my work."

# CONSUMER PACKAGED GOODS (CPG)

## Overview of the Field

The **Consumer Packaged Goods (CPG)** area in psychedelics is an area where retail and product development intersect with healing, wellness, performance, and recreation. Companies in this space range from those developing and selling psychedelic health and recreational products to apparel and testing supplies. Many working with substances that remain prohibited operate at their own risk, but say their commitment to providing access to psychedelics outweighs the fear of persecution. Other operators are finding creative solutions to provide legal products. **As the global movement expands, so too does the range of products designed to help consumers celebrate and explore the benefits of psychedelics.**

## Common Job Titles

- Store/Dispensary Owner
- Marketing Professional
- Product Developer/Formulator
- Sales/Account Manager
- Supply Chain/Operations Manager

## Products and Services

This sector produces a diverse range of psychedelic-related products. Most respondents reported focusing on direct-to-consumer online sales, though some also offer products in physical stores and at events.

## Educational Requirements

While the educational requirements in this sector vary, most respondents have pursued higher education and additional training:

- **57%** hold a Bachelor's degree, primarily in fields such as business, marketing, or health sciences.
- **29%** have completed psychedelic-specific education or training.
- **14%** have engaged in self-taught or independent study.

## Workplace Dynamics and Telehealth

Most CPG professionals reported operating in hybrid environments, balancing in-person and remote work:

- 70% of respondents work in hybrid settings, often combining online sales and marketing with physical store management or distribution.
- 30% of respondents work fully on-site, especially those managing physical stores or manufacturing operations.

## Salary Range

Salaries for the CPG sector vary. However, most respondents reported working with a small staff and owning their own businesses, drawing higher salaries than entry-level or part-time staff.



## Workplace Satisfaction, Wellbeing & Challenges

Professionals working in **Consumer Packaged Goods (CPG)** report high levels of job satisfaction, driven by the opportunity to innovate and create products that contribute to the expanding psychedelic wellness movement. Around **75%** of respondents are satisfied or very satisfied with their roles. Many cited **the ability to operate with creativity and autonomy as one of the most rewarding aspects of their work.** Additionally, they expressed **pride in providing consumers with products that promote personal wellness and exploration.** However, navigating **the complexities of legal restrictions around product development and distribution, and social media marketing complexities remain ongoing challenges for those in this field.**



CONSUMER PACKAGED  
GOODS (CPG)

# FEATURED EXPERT



**Stephanie Wang**

Founder & CEO, KA! Empathogenics  
United States

"I expect the market for Kanna to grow exponentially. We have already seen this plant be adopted into health and wellness products and there have been more and more Kanna companies coming to market in the last two years. One in five people in the U.S. suffer from some kind of mental health issue and people are increasingly looking for natural alternatives to chemical SSRIs and benzodiazepines that are legal and don't have the negative side effects or tolerance build-up. Kanna is still a novel substance for most people, so there is a lot of room for growth."

# LEGAL, COMPLIANCE & POLICY

## Overview of the Field

The **Legal, Compliance & Policy** sector is instrumental in shaping the framework for psychedelic regulations as these substances move towards greater mainstream acceptance. People working in this field are at the forefront of creating and navigating complex legal systems, helping to define how psychedelics are legally integrated into therapeutic and recreational spaces. With evolving laws around psychedelic substances like psilocybin, MDMA, and others, the legal sector is tasked with addressing regulatory compliance, policy reform, and the development of safe and legal practices. As governments worldwide reconsider their positions on psychedelics, **the demand for skilled legal professionals will continue to rise, making this an increasingly important area of growth within the industry.**

### Common Job Titles

- Legal counsel
- Compliance officer
- Advocate/lobbyist
- Policy researcher/analyst
- Government relations specialist
- Licensing/regulatory specialist

### Services and Research Focus

Professionals in this area are responsible for:

- Navigating drug policy reform and working toward decriminalization or legalization.
- Ensuring compliance with existing psychedelic laws and regulatory bodies.
- Providing legal advice to businesses and nonprofits involved in the psychedelic space.
- Engaging in advocacy and lobbying efforts to push for new legal frameworks.
- Collaborating with government agencies to shape the future of psychedelic policy.

## Salary Range

Due to the specialized nature of the field legal counsels and government relations specialists often earn higher salaries. Those in advocacy roles may see lower income brackets, especially in nonprofit organizations or grassroots movements.



## Educational Requirements

Most professionals in this field have advanced degrees in law, political science, or public policy.

- **85%** hold either a Master's degree or higher.
- **57%** have completed or are completing some level of psychedelic-focused training.

## Workplace Satisfaction, Wellbeing & Challenges

Professionals working in the **Legal, Compliance & Policy** sector express moderate to high levels of job satisfaction, with around **75%** of respondents reporting that they are satisfied or very satisfied with their roles. Many appreciate **the strategic and intellectual nature of their work, particularly in shaping psychedelic policy and advocating for legal reform.** They find fulfillment in influencing the future of psychedelic regulation, though common **challenges include the slow pace of legislative change, navigating complex regulatory systems, and addressing public stigma around psychedelics. Additionally, financial sustainability remains a concern for advocacy efforts, as they often face underfunding and resource limitations.**

LEGAL, COMPLIANCE  
& POLICY

FEATURED  
EXPERT



**Allison Hoots**

Attorney, Hoots Law Practice  
United States

“With the evolving law, practices, and culture in connection with psychedelics, I am constantly challenged and excited by the personal and professional nuance of legal services that I can provide to clients, which reflexively and simultaneously shapes conversations in the space. I am also fortunate to have so many clients that trust me to support their work and legal matters.”

# NONPROFIT & ADVOCACY

## Overview of the Field

The **Nonprofit & Advocacy** sector is vital in advancing the awareness, acceptance, and integration of psychedelics into mainstream healthcare and societal frameworks. People in this area work tirelessly to push for decriminalization, regulatory reform, and the expansion of public knowledge regarding psychedelics. Through grassroots efforts, policy advocacy, and public outreach, this area exists to create safe and equitable access to psychedelics. Nonprofits often collaborate with researchers, policymakers, and community leaders to fund studies, provide community support, and drive social change. As the movement continues to evolve, **this area will play a crucial role in ensuring that access remains equitable and that education around these substances is grounded in compassion and scientific and cultural understanding.**

## Common Job Titles

- Policy advocate
- Outreach coordinator
- Community engagement officer
- Program director
- Fundraising manager
- Research advocate
- Nonprofit executive director

## Products and Services

This sector produces a diverse range of psychedelic-related products. Most respondents reported focusing on direct-to-consumer online sales, though some also offer products in physical stores and at events.

## Funding Sources

Funding for nonprofits in the psychedelic space typically comes from several key sources:

- **Philanthropy and Donations:** The majority of funding for nonprofit organizations comes from philanthropic donations, often from individuals or foundations dedicated to advancing psychedelic research and policy reform.

- **Grants:** Nonprofits frequently apply for government or private grants to support their advocacy work, research, and public education initiatives.
- **Fundraising Events:** Many organizations host events to raise awareness and generate donations, such as benefits, conferences, and workshops.
- **Partnerships:** Collaborating with private companies, universities, or other organizations can provide additional funding, especially when nonprofits work closely with healthcare or research institutions.

## Educational Requirements

People typically have a blend of formal academic education and specialized training in psychedelics. While many have backgrounds in areas such as social work, political science, or public policy, psychedelic-specific education is becoming increasingly important:

- **78%** have earned a Master's degree or higher.
- **71%** have completed a formal psychedelic training program.

## Salary Range

For grassroots advocacy roles, compensation is often limited, with many relying on volunteer work or modest stipends. However, executive directors and program directors of well-funded organizations typically earn more. Fundraising and development managers also tend to earn competitive salaries due to the critical need for financial sustainability. **Most respondents did not feel comfortable sharing their annual salary.**

## Workplace Satisfaction, Wellbeing & Challenges

Job satisfaction in the nonprofit and advocacy sector is mixed. Approximately **60%** of respondents report being satisfied or very satisfied with their work, particularly those who feel they are making a tangible impact on policy and public perception. The most fulfilling aspect of this work is **the opportunity to contribute to meaningful social change and to help shape the future of psychedelic legalization and integration.** Common challenges include **regulatory barriers, burnout, and limited resources.**

NONPROFIT  
& ADVOCACY

FEATURED  
EXPERT



**Gina Giorgio**

Director of Strategy and Development,  
Students for Sustainable Drug Policy  
United States

"Our expertise is rooted in educating young people and the public about the psychedelic sector, while advocating for expansive policies including research, legalization, and decriminalization. We empower youth to actively engage in the legislative process, providing them with the tools and opportunities to make meaningful contributions to the sector's growth. By inspiring and equipping the next generation, we ensure that they play a pivotal role in shaping the future of psychedelic policy, research, and public health."

# EDUCATION & TRAINING

## Overview of the Field

The psychedelic **Education & Training** sector equips individuals with the necessary skills to gain psychedelic literacy and competency, with many applying their learnings to their careers as therapists, practitioners, or integration specialists. Additionally, the field educates people interested in learning more for personal reasons, including risk reduction and integration. As the field of psychedelic education continues to grow, educational programs focus on personal and professional development, **ensuring that trainees are prepared to meet the needs of clients or further their knowledge to foster safe, productive, and enlightening psychedelic experiences.**

## Common Job Titles

- Curriculum developer
- Educational program coordinator
- Trainer/educator
- Continuing education specialist

## Focus of Education and Types of Students Served

The primary focus of education programs in this field includes:

- **Psychedelic Integration:** Training individuals to incorporate psychedelic knowledge and practices into therapeutic or personal development settings.
- **Professional Development:** Offering continuing education or skill enhancement courses for professionals already working in healthcare, therapy, or other related fields.
- **Facilitation Training:** Preparing individuals to serve as guides or facilitators in psychedelic-assisted therapy settings.

## These programs serve a wide range of students:

- **General Public:** Individuals interested in expanding their understanding of psychedelics for personal development or integration purposes..
- **Professionals Seeking Knowledge:** Those already working in adjacent fields, such as therapy or healthcare, who want to deepen their knowledge of psychedelics.

- **Therapists/Healthcare Professionals:** Those looking to enhance their clinical skills or integrate psychedelics into their practice.
- **Professionals Seeking Certification:** Individuals aiming to gain certifications for professional use in psychedelic therapy or facilitation.

## Salary Range

Salaries vary depending on experience, role, geographic regions, and whether the individual is working on a casual, full, or part-time basis.



## Educational Requirements

People in Education & Training often hold advanced degrees in psychology, education, or healthcare fields. Many have backgrounds in therapeutic modalities, clinical work, or research.

- **90%** completed some formal psychedelic training.
- **62%** hold a Master's degree.
- **15%** have a Ph.D. degree, while another **15%** hold a Bachelor's degree.

## Workplace Satisfaction, Wellbeing & Challenges

Workplace satisfaction in **Education & Training** is high, with **90%** of respondents noting that their organizations prioritize mental health. About **60%** feel their work has had a definite positive impact on their wellbeing. The most fulfilling aspect of this work is **helping others understand and integrate psychedelic therapies while contributing to the professional development of future practitioners.** However, challenges remain, such as **limited resources and the need to frequently adapt to changing regulations.**

EDUCATION  
& TRAINING

FEATURED  
EXPERT



**Kyle Buller**

Co-Founder & Vice President of Education  
and Training, Psychedelics Today  
United States

"I love working with my team each day, interacting with and educating the students who are enrolled in our programs. After teaching over 15,000 people, it's clear we're really helping to educate the public about the therapeutic potential of psychedelic experiences. As policy continues to change throughout the United States and the world, there is going to be a need for more education, service centers, and biotech companies. It feels like we're just at the beginning!"

# MEDIA, MARKETING & COMMUNICATIONS

## Overview of the Field

**Media, Marketing & Communications** play a pivotal role in shaping public perception of psychedelics. People in this field manage various forms of content creation, marketing strategy, and public relations, ensuring that accurate and compelling narratives are delivered to the public. From writing and editing to podcasting and social media management, **these professionals work to demystify psychedelics and advocate for their safe and effective use.**

### Common Job Titles

- Communications strategist
- Copywriter
- Marketing director
- Designer
- Podcast host/producer
- Social media manager

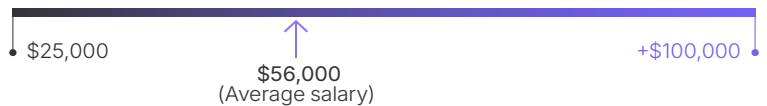
### Focus of Work and Types of Media

Professionals in this sector are involved in a range of media and communications activities, with a particular focus on:

- **Writing and Editing:** Creating articles, reports, and content that communicates the latest developments and insights in the psychedelic space.
- **Social Media Management:** Curating and managing content across social platforms to engage with the public, cultivate audiences, and report key developments.
- **Podcasting:** Hosting and producing podcasts to share expert opinions, stories, and research related to psychedelics.
- **Public Relations:** Managing the public image of organizations and individuals working in the psychedelic field.

## Salary Range

Salaries in this field can vary widely depending on the role, level of experience, geographic area, full or part-time work.



## Educational Requirements

Professionals in this sector are involved in a range of media and communications activities, with a particular focus on:

- **53%** hold a Bachelor's degree, with others having completed some college, a high school diploma, or an associate degree.
- **49%** have either completed psychedelic education, or are currently studying psychedelics.

## Workplace Satisfaction, Wellbeing & Challenges

Workplace satisfaction in **Media, Marketing & Communications** is moderate to high. Many find satisfaction in **crafting narratives that shape public perception and advance the conversation around psychedelics.** Many highlight the fulfillment of **working towards a life-affirming world and dissolving outdated stigmas.** **60%** note their work positively impacts their personal wellbeing. However, common challenges include **balancing public stigma with authentic messaging and navigating the complex and unclear regulatory environment surrounding psychedelic communications (especially social media).**



MEDIA, MARKETING  
& COMMUNICATIONS  
**FEATURED  
EXPERT**



**Henry Winslow**

Founder, Tricycle Day  
United States

"Tricycle Day is a creative outlet for me. Every time I publish a newsletter, I feel the sort of sense of accomplishment that only comes from authentic, artistic expression. It never gets old. My mission is to destigmatize and normalize the conversation around psychedelics, so that more people who could benefit from these medicines might have the chance to do so."

# UNDERGROUND & ALTERNATIVE PRACTICES

## Overview of the Field

The **Underground & Alternative Practices** sector often operates outside of established legal and medical frameworks – but this does not necessarily mean it operates irresponsibly (though sometimes harms do occur). This broad field includes plant medicine facilitators, spiritual healers, and underground psychedelic guides who offer therapeutic and integration services. These practitioners often work in unregulated spaces, providing access to traditional ceremonies, psychedelic therapy, and harm reduction support. It also includes those who synthesize or grow psychedelic compounds and plants, or work with them. While the sector includes those operating in secrecy, it also encompasses hybrid models that balance underground and open practices. **Many in this field are deeply committed to ethical practices and view their work as a form of healing and community support. Were it not for the underground trailblazers carrying the torch, the current psychedelic resurgence would not exist today.**

### Common Job Titles

- Plant medicine facilitator (e.g., ayahuasca, psilocybin)
- Underground guide/facilitator
- Spiritual healer/shaman
- Chemist or mycologist

## Practice Type and Setting

Many in this area operate in a hybrid model, where they balance both underground and openly conducted practices.

- **Hybrid (both underground and open practices):** 57%
- **Fully Underground:** 43%
- **Open Practices:** 17%

## Salary Range

Income levels for underground work vary, and many supplement their earnings with other forms of income. While more experienced and reputed facilitators earn significantly higher amounts, their geographic area, full vs. part-time, and pro bono work heavily influence earnings.



## Educational Requirements

Most surveyed working in the underground have completed psychedelic-specific education or training, though paths vary widely:

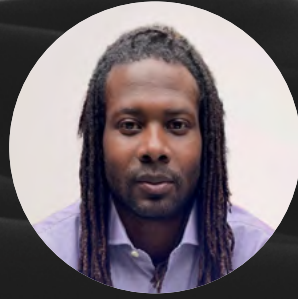
- **40%** hold a Bachelor’s degree.
- **70%** have completed some form of formal psychedelic training.

## Workplace Satisfaction, Wellbeing & Challenges

Workplace satisfaction in the underground sector is generally high, with many people **deeply fulfilled by their work in healing and community support**. However, practitioners face unique challenges in operating outside of legal frameworks. While some enjoy the flexibility and personal growth that come with this work, others are concerned about legal risks, lack of regulation, and the potential for bad actors. Despite these concerns, **60%** report positive impacts on their personal wellbeing, though challenges around **income stability, arrest, and public stigma persist**.

# UNDERGROUND & ALTERNATIVE PRACTICES

## FEATURED EXPERT



### Reggie Harris

Founder, Oakland Hyphae/  
Hyphae Labs/Hyphae Leaks  
United States

“The best thing about my work is getting to validate anecdotes we’re hearing about substances. Our lab is helping knowledge in the field grow by building on the psychedelic data that Erowid Vaults gathered. Over the next five years, we expect Hyphae to inform how dosing is calculated, which is something that’s really needed out there to help people make good decisions about how they consume psychedelics.”

# ARTS & CULTURE

## Overview of the Field

Psychedelic **Arts & Culture** is vibrant and varied, encompassing a wide array of creatives who use their talents to explore and express psychedelic experiences. This includes visual artists, filmmakers, musicians, and performance artists who incorporate psychedelics into their creative processes or as subjects of their work. Musicians often create work that supports guided journeys, meditations, or directly explore their personal experiences. Satirists and comedians also contribute by offering commentary on the culture and business of psychedelics, blending humor with insight into contemporary psychedelic culture. Their work **not only enriches the cultural landscape but also helps bridge the gap between mainstream understanding and the transformative potential of psychedelics, fostering a deeper connection to the human experience.**

## What They Love About Their Work

People in **Arts & Culture** find deep fulfillment in expressing their creativity through psychedelics. Many highlight the joy of bringing art to life and sharing it with others. One respondent expressed how they love **“capturing stories and educating the masses,”** while another mentioned the fulfillment that comes from **talking about mental health through their work.** Others enjoy the constant expansion of their ideas, stating that **“it keeps opening me up to new ideas and understanding,”** which enhances both their personal and artistic growth.

## Salary Range

Salaries in **Arts & Culture** are wide-ranging, with most earning between **under \$25,000 and \$75,000** annually. Earnings fluctuate depending on whether the work is full-time or part-time, and many supplement their creative earnings with other forms of income.



## Educational Requirements

Education in this sector varies widely:

- **40%** have not yet studied psychedelics formally, but plan to in the future.
- **20%** have completed formal psychedelic-specific training.
- Non-psychedelic education backgrounds vary widely, from **some high school to advanced degrees.**

## Workplace Satisfaction, Wellbeing & Challenges

Workplace satisfaction in **Arts & Culture** is generally positive, with many artists and creators finding fulfillment in expressing their unique perspectives on psychedelics. However, like other artistic professions, challenges include financial instability, the need for constant innovation, and balancing personal creative freedom with the expectations of audiences or clients. Many artists in this field report that psychedelics not only influence their work **but also enhance their personal wellbeing by providing new insights into themselves and the world around them.**

ARTS  
& CULTURE

FEATURED  
EXPERT



**Harry Pack**

Artist, Harry Pack Art  
United Kingdom

"I like to think my work is a good example of some of the places we go to when under the influence of psychedelics, it allows others who have been there to realize it was a real place. I can use my imagery to help others find a visual representation of the topics they discuss or present. Art also acts as an unlocking tool, it can join dots in ways that words can't and it allows us to process certain information."

# TECHNOLOGY & INNOVATION

## Overview of the Field

The **Technology & Innovation** sector integrates cutting-edge digital tools and solutions with the traditional practices of psychedelic therapy, research, and human performance. Professionals in this field develop and distribute apps, software, and digital tools that expand access to psychedelic-assisted therapy, support psychedelic research, and create new ways to engage with these powerful substances. **Individuals in this space are pioneering novel technologies that bridge the gap between ancient wisdom and modern science.**

## Common Job Titles

- Web Developer
- Innovation Strategist
- Software Engineer
- Product Manager

## Focus of Work

In **Technology & Innovation**, professionals are focused on developing technology for psychedelic therapy, research, and human performance. This includes:

- **Developing digital tools for psychedelic therapy:** Apps and platforms designed to support therapeutic practices.
- **Creating software for psychedelic research:** Tools to help researchers track and analyze psychedelic studies.
- **Pioneering solutions for individuals:** Including wearable technology, applications, and more that track biometric data, enabling people to get a real-time view of their body's processes and performance.

## Salary Range

Salaries in this sector vary depending on the role, level of experience, and the nature of the projects.



## Educational Requirements

Most professionals in **Technology & Innovation** hold degrees in computer science, engineering, or related fields.

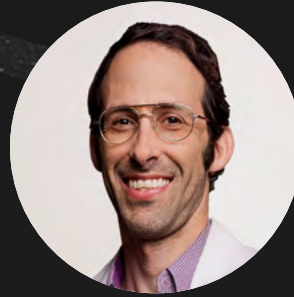
- **80%** of those polled hold either a Master's degree or higher.
- **60%** are either currently studying or completed psychedelic studies.

## Workplace Satisfaction, Wellbeing & Challenges

Professionals in this field report high levels of satisfaction, **with most feeling that their work positively impacts the psychedelic space by solving real-world problems.** Many also express fulfillment from combining new technologies with centuries-old wisdom. **The most commonly-cited challenge by these respondents was navigating regulatory barriers.**

TECHNOLOGY  
& INNOVATION

FEATURED  
EXPERT



**Dr. Dave Rabin**

Co-Founder & Chief Medical Officer,  
Apollo Neuroscience  
United States

"In the next five years, I foresee our efforts to partner with psychedelic clinics resulting in enhanced patient outcomes, as we integrate our neurotechnology solutions to support and optimize the therapeutic effects of psychedelic treatments, leading to a more holistic approach to mental health care."

# 04 CON- TACT



# HOW TO REACH US



**PSYCHEDELICS  
TODAY**

If you're interested in discussing the findings of this report in greater detail, scheduling a media interview, learning more about psychedelics, or collaborating with our team, you can reach us.

## On the Web:

[psychedelicstoday.com](https://psychedelicstoday.com)

[psychedeliceducationcenter.com](https://psychedeliceducationcenter.com)

[vitalpsychedelictraining.com](https://vitalpsychedelictraining.com)

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### Education Enquiries

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[kyle@psychedelicstoday.com](mailto:kyle@psychedelicstoday.com)

### Advertising Enquiries

Swati Sharma  
Marketing Manager, Psychedelics Today  
[swati@psychedelicstoday.com](mailto:swati@psychedelicstoday.com)

### General Enquiries: Media

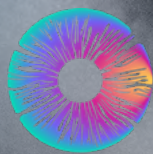
[info@psychedelicstoday.com](mailto:info@psychedelicstoday.com)

### General Enquiries: Education

[vital@psychedelicstoday.com](mailto:vital@psychedelicstoday.com)

## Social Media:





**PSYCHEDELICS  
TODAY**