



Dessy Pavlova

Dessy has been studying drug policy and the cannabis industry for over a decade. As a marketing strategist, she has worked with a number of medical cannabis companies through the various changes in regulations from Health Canada's original Medical Marihuana Access Regulations (MMAR) to the Access to Cannabis for Medical Purposes Regulations (ACMPR). She works as a marketing instructor at Kwantlen Polytechnic University as a part of the Cannabis Professionals Series. As strategic advisor to Canadian Students for Sensible Drug Policy (CSSDP), she works with board members and chapters to disseminate evidence-based information about cannabis and safe drug use through outreach, marketing campaigns and resource development, such as the Sensible Cannabis Education Youth Toolkit. As a board member of the National Institute of Health and Education (NICHE), she is looking forward to working more closely with stakeholders from cannabis organizations to politicians and educators to the general public on drug and health education. Dessy works with startups and small businesses to develop their brand and digital marketing strategies in and outside of the Canadian cannabis industry, and is constantly working on a new project to help move the industry forward.