

Jesse Meighan



professional background and biography

Jesse Meighan is a seasoned executive with over 15 years' experience building, operating, and marketing consumer brands. She has worked across a broad range of industries from tech to fashion, and has spent the last eight years focused on the cannabis industry, helping early-stage and emerging organizations thrive in a revolutionary new market.

Most recently, Ms. Meighan served as Vice President of Brand Development at FoundryWorks, a vertically integrated multi-state platform for new and well-known cannabis brands, where she led a cross functional unit to build a balanced, market-led portfolio. In addition to creating proprietary IP built for expansion and scale, Meighan oversaw the overall strategy, rollout, and performance of FoundryWorks' brands in California and Nevada, directing creative execution, brand and product launches, sales tactics, marketing strategies, campaigns, budgets, timelines, and KPIs.

Previously, Meighan served as Chief Marketing Officer and Creative Director for a publicly traded California-based portfolio of cannabis brands, as well as Cofounder and Chief Brand Officer for Jane West, the eponymous lifestyle brand built by Meighan and the founder/CEO of Women Grow, widely recognized as one of the first cannabis lifestyle brands built for women consumers.

Together with Jane West, Meighan leveraged her fashion background to launch a line of well-designed cannabis accessories with a modern sensibility, establishing brand presence in 700 boutique and retail doors worldwide through wholesale and distribution partnerships. This foundation allowed the brand to seamlessly expand into a direct-to-consumer CBD range as well as a line of THC products licensed into fifteen US states and throughout Canada.

In addition to crafting the brand experience and execution, Meighan built and launched KindWomen, an industry-first branded content vertical generating 5M monthly impressions from women cannabis consumers. This initiative along with a pioneering digital marketing program increased web traffic by 543% and online CBD and accessories sales by 339%. The brand also launched the cannabis industry's first equity crowdfunding campaign, generating broader brand awareness and raising capital from over 500 first-time investors.

In a previous life, Meighan cofounded A Peace Treaty, a New York based fashion brand, at the dawn of ecommerce and social media, bringing awareness to ethical production methods and alternatives to fast fashion. A Peace Treaty was internationally distributed through curated showrooms in London, Paris, New York and Los Angeles and at 200+ retail stores including Barney's, Saks Fifth Avenue, and Opening Ceremony. In 2013, the brand was one of 1000+ applicants to be accepted into the Council of Fashion Designers of America (CFDA) Fashion Incubator, the industry's most prestigious brand accelerator.

Meighan is a natural communicator and creative storyteller with a deep respect for the importance of soft skills. She is results-oriented and focused on continuous personal and professional growth. With an art and design background and robust start-up experience, Meighan has a diverse skill set that allows her to bring brands beautifully to life, using a designer's eye, a marketer's strategic mindset, and an operator's understanding of organizational growth.

Meighan is also well-known in the cannabis industry as a champion of women professionals. She lives and works in Los Angeles, California.