



## **Jacqueline Ferraro**

COMMISSIONER  
NEW JERSEY CANNABIS REGULATORY  
COMMISSION

Jacqueline Ferraro is a long-time leader in the cannabis industry, combining her corporate expertise, strategic vision, and unwavering commitment to advocacy to drive meaningful change. Known for her ability to navigate complex challenges with precision and passion, she empowers businesses and individuals to thrive while fostering progress and positive transformation in the industry. Jacqueline's strength lies not only in her strategic acumen but also in her exceptional relationship-building skills, which have earned her the trust of clients, legislators, and stakeholders throughout the industry.

Jacqueline began her cannabis journey in 2017 as an advocate during a time when the industry was still heavily stigmatized. As a passionate advocate for fair policy and communications at the New Jersey Cannabis Industry Association (NJCIA), she played a critical role in advancing pivotal initiatives, including the drafting of New Jersey's expanded medical cannabis legislation and adult-use bill under Governor Murphy's administration. Her advocacy has extended nationwide, influencing best practices across emerging markets. Ms. Ferraro has been a staunch champion of the SAFE Banking Act on Capitol Hill, continuing to push for reform at the federal level.

In 2018, Jacqueline founded Cannability, LLC, a cannabis consulting and government affairs firm dedicated to helping cannabis businesses navigate the complexities of the industry. Collaborating with clients across various sectors and stages of growth, she offers B2B insights, fosters meaningful connections, and focuses on empowering businesses to grow, innovate, and thrive. Her ability to cultivate strong, trusting relationships with clients has been key to her success, as she works closely with them to define, develop, and execute strategic plans for securing and operating cannabis licenses.

Jacqueline co-founded the Cannabis Advisory Group (CAG), a 501(c)(3) nonprofit, 100% volunteer-led policy organization. CAG consists of diverse professionals specializing in cannabis policy, compliance, social justice, science, and business. Through its annual golf outings and networking events, CAG has raised over \$200,000, donating every dollar to impactful causes such as Medgar Evers College, NJ Reentry Program, Balanced Veteran's Network, Cannabis Academy, Homefront, etc. The group provides legislators and public stakeholders with best-practice guidance from cannabis-friendly states, fostering informed, effective decision-making at both the state and local levels.

Jacqueline has been engaged in political campaigns from a young age, contributing to congressional, mayoral, and local elections. Most recently, 2025 Bloomfield Mayoral Team Mundell campaign and Assemblyman Venezia Campaign. In addition to her political work, she has

volunteered for organizations such as the Juvenile Diabetes Foundation, Morristown Memorial Hospital, Montclair Film Festival and Habitat for Humanity.

Before fully transitioning into the cannabis industry in 2023, Jacqueline built an impressive 20-year career in corporate sales, rising from Account Executive to Senior Vice President of Sales in the light industrial staffing sector. She negotiated multi-million-dollar partnerships with Fortune 500 companies, 3pls and companies throughout the supply chain, and led high-performing teams to consistently exceed client expectations. Her expertise in needs assessment, delivering innovative solutions, and cultivating lasting professional relationships has been integral to her continued success.

Jacqueline's leadership has earned recognition across the industry:

- 2019: Insider NJ's Top 100 Cannabis Power List
- 2019: Cannabis Insider's Top 100
- 2021: Cannabis Insider's Top 21 People to Watch
- 2022: Jay Lassiter's Insider 100: Cannabis Power List
- A sought-after speaker and panelist, Jacqueline moderates and participates on panels for esteemed organizations, including:
  - The New Jersey Conference of Mayors (2022)
  - New Jersey Business Industry Association (2019, 2024 – 10<sup>th</sup> Annual Women Business Leaders Forum)
  - New Jersey Planning Conference (2021, 2023)
  - Medgar Evers College (2023)
  - MJBiz Con (2022)
  - 2025 Insider NJ top 50 powerful voices in cannabis
  - 2025 New Jersey Business Industry Association
  - Moderator, 2<sup>nd</sup> Act Cannabis
  - 2025 Benzinga Market Spotlight NJ
  - Moderator, Smart Inventory: Does Product Selection Really Matter in Cannabis Retail?