

Holliston Town Manager Takes on Cannabis Commission Role

Holliston Town Administrator to Lead Cannabis Control Commission

Travis Ahern, the current Holliston Town Administrator, has agreed to step into the role of Executive Director of the Cannabis Control Commission (CCC) in March 2025. This decision comes after a prolonged search and a series of developments within the organization, including the resignation of the CCC's inaugural executive director. Ahern's background in municipal government and finance positions him to help steer the agency through a pivotal phase of growth in Massachusetts' burgeoning \$8 billion cannabis industry.

A Transition in Leadership

Ahern's new role comes as the CCC prepares for significant regulatory shifts, including launching on-site cannabis consumption sites and navigating potential federal cannabis policy changes. His experience in local government and finance, including roles in Holliston, Danvers, Weston, and the Massachusetts Water Resource Authority Advisory Board, makes him a valuable asset for overseeing the transition and growth of the cannabis market.

Supporting a Safe and Equitable Cannabis Market

Ahern has emphasized his commitment to leveraging the expertise within the CCC to create a safe, effective, and equitable cannabis marketplace. The CCC's Acting Chair, Bruce Stebbins, expressed confidence in Ahern's leadership, particularly as the agency faces both internal and external scrutiny. With lawmakers and watchdogs calling for clearer structure and accountability, Ahern's leadership will be critical in stabilizing the CCC as it moves into the next phase of regulation.

Looking Ahead to 2025 and Beyond

As Ahern prepares to take over, Massachusetts lawmakers are also focused on stabilizing cannabis regulations at the state level. The 2025 regulatory landscape could bring further changes, as the state looks to solidify its framework for a successful cannabis market. Ahern, for his part, remains optimistic about the future of the CCC and is eager to contribute to its mission of ensuring a thriving and equitable cannabis industry.

With a bright future ahead, Ahern's transition into this key role marks an exciting chapter for Massachusetts' cannabis industry, which is poised to continue its growth and evolution.