

# Canopy USA Names New Executive Team to Drive Growth

## Canopy USA Appoints New Executive Team to Accelerate National Cannabis Growth

*The new leaders will be responsible for driving portfolio growth, operational improvements, and market expansion across the U.S.*

BOULDER, Colo.— Canopy USA LLC, a brand-driven organization strategically positioned across the fastest-growing states and highest-potential segments of the U.S. cannabis market, has unveiled its new executive team. This leadership transition is designed to chart the company's next phase of growth and ensure that its portfolio of leading brands maintains momentum in an increasingly competitive landscape.

The announcement underscores Canopy USA's mission to unite brand strength, operational efficiency, and market strategy under a cohesive structure that can scale nationwide. By focusing on leadership talent, the company signals to regulators, investors, and consumers alike that it intends to remain at the forefront of the cannabis industry's evolution.

### A Closer Look at the Executive Appointments

The new leadership roster includes three seasoned professionals who bring diverse backgrounds in finance, operations, product development, and commercialization. Each will play a distinct role in building out Canopy USA's organizational infrastructure while accelerating state-level and national expansion.

#### **Casey Rash, Chief Financial Officer**

Rash will oversee finance, human resources, and IT—functions critical to supporting Canopy USA's growth ambitions. With years of experience in regulated industries, Rash is uniquely equipped to strengthen governance, manage financial complexity, and implement scalable systems. His appointment is expected to improve fiscal discipline and efficiency as the company navigates compliance-heavy cannabis markets.

#### **Rebecca Kirk, Chief Operating Officer**

As COO, Kirk will manage the company's operations, innovation, and legal teams. Known for her ability to design scalable systems and launch category-leading products, Kirk's leadership will directly impact Canopy USA's ability to compete in a fragmented and highly regulated industry. By ensuring consistency across the supply chain, she aims to enhance both consumer trust and retail partnerships.

## **Kelly Flores, Chief Business Development Officer**

Flores will lead marketing, product strategy, and market expansion. Her expertise in cannabis commercialization makes her a natural fit to guide Canopy USA's growth into new and emerging state markets. Flores is expected to focus heavily on consumer insights and brand development, reinforcing the company's reputation for delivering trusted, innovative products.

## **Leadership Vision: Aligning Systems, Teams, and Markets**

According to Canopy USA President Brooks Jorgensen, the leadership appointments represent the culmination of months of internal alignment. "Within the best of each Acreage, Jetty, and Wana, we've been aligning systems, teams, and processes across markets to create a scalable, efficient organization," Jorgensen said. "With our leadership team now in place, we're moving forward with purpose."

This vision builds upon Canopy USA's established foundation as a multi-state operator that integrates some of the most recognizable cannabis brands in the country. By centralizing leadership and strategy, the company hopes to maximize synergies while maintaining local market responsiveness.

## **Building a Scalable Cannabis Platform**

The U.S. cannabis industry remains fragmented, with state-by-state regulations creating operational and logistical challenges for multi-state operators. Canopy USA's strategy hinges on building a platform that not only navigates these hurdles but also turns them into competitive advantages.

With a focus on centralized functions, scalable systems, and efficient operations, Canopy USA aims to reduce redundancies and improve execution speed. In doing so, the company will be better positioned to meet the growing demand for cannabis products while ensuring compliance with complex regulatory frameworks.

## **Driving Brand Portfolio Growth Across U.S. Markets**

One of Canopy USA's strongest assets is its diverse portfolio, which includes consumer-trusted brands such as Acreage, Jetty, and Wana. These brands have already carved out significant market share in various state markets, giving Canopy USA a strong platform for expansion.

The new executive team will be tasked with growing this portfolio strategically. This involves not only expanding distribution into new states but also ensuring that product innovation continues to meet consumer demand. As competition intensifies, brand differentiation will be critical to retaining customer loyalty and driving revenue growth.

## **Operational Improvements and Consumer Trust**

The cannabis industry has faced mounting scrutiny over product safety, testing accuracy, and regulatory compliance. For Canopy USA, operational improvements are not just about efficiency but also about reinforcing consumer trust.

Rebecca Kirk's oversight of operations and innovation is particularly important here. By instituting rigorous quality controls and ensuring compliance at every stage of production, the company aims to deliver on its promise of consistent, safe, and innovative products. For retailers and consumers, this reliability could become a defining factor in brand preference.

# Market Expansion and Strategic Positioning

Market expansion remains at the heart of Canopy USA's growth strategy. The U.S. cannabis market is expected to continue expanding as more states legalize adult-use and medical programs. By prioritizing high-potential states and leveraging its leadership expertise, Canopy USA is well-positioned to capture new market share.

Kelly Flores' role as chief business development officer will be especially crucial in identifying emerging opportunities and tailoring brand strategies to diverse consumer bases. Whether through new product categories, strategic retail partnerships, or localized marketing campaigns, Flores' leadership will shape Canopy USA's presence in both established and emerging markets.

## The Competitive Landscape of U.S. Cannabis

Canopy USA's leadership announcement also comes at a time when the broader U.S. cannabis market is undergoing significant change. Regulatory uncertainty, capital constraints, and competitive pressures are forcing operators to rethink their strategies.

By doubling down on leadership, Canopy USA is signaling confidence in its ability to not only weather these challenges but to thrive. While other operators may be scaling back or consolidating, Canopy USA appears focused on growth and long-term positioning.

## Looking Ahead: Setting the Standard for Industry Leadership

As the U.S. cannabis industry matures, leadership quality will likely prove to be a defining factor in determining which companies succeed. Canopy USA's new executive team is tasked not only with growing revenue but also with setting a standard for operational excellence, brand innovation, and regulatory compliance.

For consumers, this could mean greater access to trusted products across multiple state markets. For investors and stakeholders, it represents a more disciplined and strategically aligned organization capable of capturing long-term value.

## Conclusion: A New Chapter for Canopy USA

The appointment of Casey Rash, Rebecca Kirk, and Kelly Flores signals a new chapter for Canopy USA as it works to accelerate growth across the U.S. cannabis market. By focusing on portfolio growth, operational improvements, and market expansion, the company is positioning itself as a leader in one of the fastest-growing industries in the country.

With a strong leadership team, a trusted portfolio of brands, and a clear vision for expansion, Canopy USA is preparing to not just participate in the cannabis industry's evolution but to shape it.

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