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### **Project Evolve Announces New Executive-Level Global Cannabis Network**

Multinational network dedicates itself to expanding global cannabis business opportunities in emerging and established markets.

**Denver, CO** - [Project Evolve](#), a marketing and business expansion think tank for the global cannabis industry, announced this week the formation of the [Global Cannabis Network Collective \(GCNC\)](#). The network, recently emerging from beta stage, brings together an [advisory board](#) and [membership](#) group representing North and South America, Australia, Europe, Asia, and Africa to drive connectivity between multinational operators within the cannabis industry supply chain.

GCNC focuses on international expansion for each of its vetted member businesses, creating a space to drive deal flow, knowledge share, and a strengthening of an ethical and sustainable global cannabis industry.

"We are excited by the enthusiasm of the most influential multinational cannabis industry operators and suppliers from around the world who have joined our efforts to further information exchange and business opportunity across our network," said Chris Day, Co-Founder of Project Evolve and former VP of External Relations & Global Partnerships at MJBizDaily.

To support the business goals of its diverse members, the Global Cannabis Network Collective delivers practical knowledge such as exclusive and member-generated white papers and both real-time and pre-recorded guidance from niche thought leaders, all with a focus on proactive solutions to challenges faced by cannabis and ancillary companies around the world. The GCNC also provides members instant access to event partners, both virtual and in-person, to expand their natural networks more rapidly.

"While the GCNC helps our C-Suite and executive members expand their businesses more rapidly around the world, we've found there is also added value that comes from sharing international best practices which helps inform governments, associations, and business-oriented groups on models that have been successful in educating people about the benefits of having a robust cannabis industry in their country," says Jillian Reddish, Co-Founder and the primary driver behind the GCNC's content and member platform.

While membership to the GCNC is capped, there are still openings available for senior-level operators wishing to join the network on several continents at [www.alwaysdriveinnovation.com/cannabis](http://www.alwaysdriveinnovation.com/cannabis). The first

full meeting of the global membership will be October 15. Cannabis executives with active operations in at least two countries may request to attend [here](#).

### **About Project Evolve**

Built to drive innovation, Project Evolve is a marketing and communications think tank that focuses on how to move the needle in challenging societal problems by supporting businesses that are driven by more than profit alone. Project Evolve specializes in serving small and emerging businesses around the world in cannabis, the events industry, and through corporate social responsibility initiatives. Discover meaningful opportunities to grow with Project Evolve at [www.alwaysdriveinnovation.com](http://www.alwaysdriveinnovation.com).

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