

## **Berkshire Roots Hires Industry Expert**

*Sr Director of Marketing Joins Berkshire Roots Executive Team*

**PITTSFIELD, Mass. - Aug. 11, 2020** - [PRLog](#) -- Berkshire Roots, Inc., MA-based cannabis company based in Pittsfield, announces Holly Alberti has joined their executive team as the Senior Director, Marketing. Holly brings an impressive 10 years of entrepreneurial and corporate experience in the cannabis industry across several states. Most recently, former Northeast Regional Director of Marketing & Sales at iAnthus Capital, establishing the marketing dept. and assisting in the National Retail brand launch, "Be." including opening the 1st Staten Island location. Prior, Holly worked with "Flrish", better known as "Harborside", Oakland, California's leading cannabis dispensary, founded by industry icon Steve DeAngelo. At Harborside, she worked alongside Steve, focused on customer experience, retail flow, onsite consumption as well as orchestrating the 2018 "first-day" event ushering in Adult-Use sales in CA. Holly's experience, in and out of the industry, will benefit Berkshire Roots, as she applies her skills to opening the 2nd Boston Adult-use dispensary and generally expanding the Berkshire Roots' reputation for premier products and service across the entire state of MA. Holly's background includes starting, managing a cannabis ancillary products in-home sales' company, Healthy Headie, leading fundraising, being selected to the industry's premier incubator program, Canopy Boulder, and expanding her business to Colorado and California. A sought-after consultant, cannabis event expert, and frequently interviewed by the media, including Huffington Post, CBS This Morning, and VICE. "I am really excited about the team and culture BR has been cultivating here in my home state," Alberti noted. "The quality, dedication and passion that is delivered through every facet of the business is one of the many reasons I joined."

<https://www.BerkshireRoots.com>

"Our goal is to bring the Berkshires to Boston by replicating the warmth of our dispensary, providing best-in-class training to our retail team and delivering our unique Berkshires' inspired products," according to Berkshire Roots' CEO, James Winokur, "Holly is a great addition to our team because of the insights she has gained through her work in the industry that will help guide us in our ongoing effort to bring our customers the products and experience they are looking for." Berkshire Roots is one of Massachusetts leading cannabis cultivation and dispensary operators providing craft-grown cannabis from Berkshire County, the highest elevation in the state. Its team members in cultivation, extraction lab and infused products are considered amongst the best in the state. Strict quality control and lab testing ensure patients and consumers experience the ultimate cannabis experience no matter the product type. BR branded product is sold in its own dispensaries and in select stores around the state. Berkshire Roots is committed to using our voice to end racial injustice within our community and at the national level through its diversity training, hiring practices and donations to related organizations.

### **Contact**

BR Press

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Source	Berkshire Roots
City/Town	Pittsfield
State/Province	Massachusetts
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Industry	<a href="#">Retail</a>
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