

National Cannabis Industry Salaries



2023

2024

	POSITION	Low	High	Median	Low	High	Median	Median % Change
CULTIVATION	VP of Cultivation - MSO	\$220,000	\$337,600	\$278,800	\$240,000	\$339,800	\$287,800	3.98%
	VP of Cultivation - SSO	\$130,000	\$180,000	\$155,000	\$135,600	\$183,400	\$159,500	2.90%
	Director of Cultivation - MSO	\$115,000	\$145,000	\$130,000	\$115,000	\$175,000	\$145,000	11.54%
	Director of Cultivation - SSO	\$95,000	\$135,000	\$115,000	\$98,000	\$143,500	\$120,750	5.00%
	Agronomist	\$83,400	\$112,400	\$97,900	\$82,000	\$123,400	\$102,700	4.90%
	Plant Breeder	\$65,000	\$104,500	\$84,750	\$67,000	\$109,500	\$88,250	4.13%
	Integrated Pest Manager	\$64,000	\$87,600	\$75,800	\$65,000	\$90,300	\$77,650	2.44%
	Tissue Culture Manager	\$78,600	\$97,600	\$88,100	\$79,800	\$102,300	\$91,050	3.35%
	Tissue Culture Technician	\$59,800	\$88,900	\$74,350	\$60,100	\$92,100	\$76,100	2.35%
	Cultivation Technician	\$25,900	\$29,000	\$27,450	\$25,400	\$32,100	\$28,750	4.74%
	Trimmer	\$32,700	\$39,700	\$36,200	\$33,200	\$41,200	\$37,200	2.76%
EXTRACTION	Director of Extraction - MSO	\$170,000	\$188,900	\$179,450	\$171,400	\$195,400	\$183,400	2.20%
	Director of Extraction - SSO	\$98,000	\$143,000	\$120,500	\$99,800	\$148,700	\$124,250	3.11%
	Extraction Lab Manager	\$72,500	\$116,500	\$94,500	\$72,700	\$121,800	\$97,250	2.91%
	Extraction Lead	\$59,700	\$79,800	\$69,750	\$61,900	\$81,300	\$71,600	2.65%
	Extraction Technician	\$44,500	\$75,600	\$60,050	\$44,700	\$79,600	\$62,150	3.50%
TESTING	Chief Scientific Officer - MSO	\$220,000	\$297,100	\$258,550	\$225,600	\$299,800	\$262,700	1.61%
	Chief Scientific Officer - SSO	\$150,000	\$187,000	\$168,500	\$151,300	\$189,600	\$170,450	1.16%
	Testing Laboratory Manager	\$120,800	\$169,800	\$145,300	\$121,300	\$174,400	\$147,850	1.75%
	Analytical Chemist	\$66,200	\$99,700	\$82,950	\$67,500	\$104,300	\$85,900	3.56%

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	POSITION	Low	High	Median	Low	High	Median	Median % Change
	Microbiologist	\$68,900	\$93,200	\$81,050	\$69,500	\$96,500	\$83,000	2.41%
MANUFACTURING	VP of Operations - MSO	\$203,400	\$288,700	\$246,050	\$203,500	\$297,800	\$250,650	1.87%
	VP of Operations - SSO	\$135,000	\$165,000	\$150,000	\$143,800	\$175,000	\$159,400	6.27%
	Director of Operations	\$113,000	\$165,000	\$139,000	\$114,300	\$171,300	\$142,800	2.73%
	Production Manager	\$77,600	\$104,300	\$90,950	\$78,600	\$108,600	\$93,600	2.91%
	Warehouse Technician	\$63,000	\$78,200	\$70,600	\$64,300	\$80,300	\$72,300	2.41%
	Supply Chain Manager	\$127,500	\$191,200	\$159,350	\$128,700	\$194,300	\$161,500	1.35%
	Packaging Manager	\$49,900	\$69,800	\$59,850	\$50,400	\$70,300	\$60,350	0.84%
	VP of Product Devt - MSO	\$185,900	\$236,800	\$211,350	\$186,500	\$238,600	\$212,550	0.57%
	VP of Product Devt - SSO	\$112,900	\$176,000	\$144,450	\$113,200	\$182,300	\$147,750	2.28%
DISTRIBUTION	Director of Distribution	\$98,000	\$159,800	\$128,900	\$102,400	\$165,400	\$133,900	3.88%
	Dispatch Manager	\$59,800	\$86,600	\$73,200	\$60,100	\$89,600	\$74,850	2.25%
	Delivery Manager	\$73,400	\$82,000	\$77,700	\$74,300	\$84,500	\$79,400	2.19%
	Driver	\$39,500	\$43,200	\$41,350	\$41,300	\$45,300	\$43,300	4.72%
RETAIL	VP of Retail - MSO	\$223,000	\$269,900	\$246,450	\$228,500	\$280,500	\$254,500	3.27%
	VP of Retail - SSO	\$127,600	\$162,300	\$144,950	\$128,900	\$179,500	\$154,200	6.38%
	Director of Retail	\$121,400	\$185,000	\$153,200	\$134,500	\$187,500	\$161,000	5.09%
	Director of Merchandising	\$103,500	\$198,700	\$151,100	\$106,500	\$200,200	\$153,350	1.49%
	Area General Manager	\$88,500	\$137,000	\$112,750	\$89,600	\$141,300	\$115,450	2.39%
	Dispensary Manager	\$78,900	\$120,000	\$99,450	\$78,900	\$123,400	\$101,150	1.71%

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	POSITION	Low	High	Median	Low	High	Median	Median % Change
	Assistant Dispensary Manager	\$62,300	\$87,600	\$74,950	\$63,200	\$89,700	\$76,450	2.00%
	Budtender	\$36,900	\$47,100	\$42,000	\$38,700	\$48,100	\$43,400	3.33%
SALES	Chief Revenue Officer - MSO	\$220,000	\$289,600	\$254,800	\$224,300	\$297,600	\$260,950	2.41%
	Chief Revenue Officer - SSO	\$110,600	\$165,700	\$138,150	\$130,000	\$172,300	\$151,150	9.41%
	VP of Sales - MSO	\$155,900	\$202,500	\$179,200	\$159,800	\$207,600	\$183,700	2.51%
	VP of Sales - SSO	\$110,900	\$151,200	\$131,050	\$112,500	\$175,000	\$143,750	9.69%
	Director of Sales - MSO	\$130,000	\$176,500	\$153,250	\$131,200	\$184,500	\$157,850	3.00%
	Director of Sales - SSO	\$98,700	\$126,500	\$112,600	\$99,800	\$135,600	\$117,700	4.53%
	Area Sales Manager	\$83,400	\$131,400	\$107,400	\$85,600	\$140,300	\$112,950	5.17%
	Territory Sales Manager	\$75,100	\$97,800	\$86,450	\$76,500	\$99,600	\$88,050	1.85%
	Sales Representative	\$57,600	\$76,500	\$67,050	\$59,700	\$78,600	\$69,150	3.13%
	Brand Ambassador	\$33,500	\$42,300	\$37,900	\$35,900	\$43,200	\$39,550	4.35%
MARKETING	Chief Marketing Officer - MSO	\$223,000	\$263,000	\$243,000	\$224,700	\$284,300	\$254,500	4.73%
	Chief Marketing Officer - SSO	\$147,800	\$175,800	\$161,800	\$151,300	\$180,300	\$165,800	2.47%
	VP of Marketing MSO	\$165,800	\$225,000	\$195,400	\$168,900	\$230,400	\$199,650	2.18%
	VP of Marketing SSO	\$110,000	\$153,800	\$131,900	\$125,000	\$175,000	\$150,000	13.72%
	Director of Marketing	\$99,800	\$164,300	\$132,050	\$105,600	\$169,800	\$137,700	4.28%
	Brand Manager	\$71,200	\$143,200	\$107,200	\$73,400	\$149,800	\$111,600	4.10%
	Event Manager	\$63,700	\$84,300	\$74,000	\$65,400	\$89,000	\$77,200	4.32%
	Digital Marketing Manager	\$77,600	\$103,400	\$90,500	\$79,500	\$108,500	\$94,000	3.87%

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		2023			2024			Median % Change
POSITION	Low	High	Median	Low	High	Median		
	E-commerce Manager	\$131,200	\$199,900	\$165,550	\$132,400	\$205,400	\$168,900	2.02%
	Social Media Manager	\$70,300	\$103,400	\$86,850	\$72,300	\$107,600	\$89,950	3.57%
ACCOUNTING & FINANCE	Chief Financial Officer - MSO	\$295,000	\$489,000	\$392,000	\$310,000	\$502,000	\$406,000	3.57%
	Chief Financial Officer - SSO	\$175,000	\$268,000	\$221,500	\$180,000	\$275,000	\$227,500	2.71%
	Corporate Controller - MSO	\$158,900	\$195,000	\$176,950	\$165,800	\$200,600	\$183,200	3.53%
	Corporate Controller - SSO	\$130,000	\$165,800	\$147,900	\$143,000	\$174,800	\$158,900	7.44%
	Director of Finance - MSO	\$175,000	\$225,000	\$200,000	\$178,900	\$234,700	\$206,800	3.40%
	Director of Finance - SSO	\$132,400	\$175,900	\$154,150	\$145,700	\$181,400	\$163,550	6.10%
	Accounting Manager	\$97,600	\$153,400	\$125,500	\$99,500	\$157,400	\$128,450	2.35%
	Financial Analyst	\$77,900	\$129,800	\$103,850	\$79,500	\$139,000	\$109,250	5.20%
	Staff Accountant	\$70,400	\$85,600	\$78,000	\$71,300	\$89,500	\$80,400	3.08%
	Accounts Payable Clerk	\$53,800	\$60,900	\$57,350	\$55,400	\$63,400	\$59,400	3.57%
	Accounts Receivable Clerk	\$53,400	\$63,100	\$58,250	\$56,500	\$64,300	\$60,400	3.69%
ADMINISTRATION, LEGAL, HR & COMPLIANCE	Chief Executive Officer - MSO	\$400,000	\$549,800	\$474,900	\$412,400	\$610,800	\$511,600	7.73%
	Chief Executive Officer - SSO	\$187,900	\$258,900	\$223,400	\$194,300	\$269,700	\$232,000	3.85%
	Chief Operations Officer - MSO	\$351,200	\$402,500	\$376,850	\$353,900	\$415,200	\$384,550	2.04%
	Chief Operations Officer - SSO	\$175,000	\$243,000	\$209,000	\$175,000	\$256,700	\$215,850	3.28%
	General Counsel	\$170,300	\$253,900	\$212,100	\$175,000	\$264,500	\$219,750	3.61%
	VP of Compliance	\$149,800	\$201,900	\$175,850	\$154,300	\$205,600	\$179,950	2.33%
	Director of Compliance	\$126,500	\$187,600	\$157,050	\$132,400	\$193,200	\$162,800	3.66%

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POSITION	2023			2024			Median % Change
	Low	High	Median	Low	High	Median	
Compliance Manager	\$89,600	\$158,900	\$124,250	\$94,300	\$162,500	\$128,400	3.34%
Legal Assistant	\$68,900	\$95,600	\$82,250	\$69,800	\$98,900	\$84,350	2.55%
VP of Human Resources - MSO	\$196,700	\$248,100	\$222,400	\$198,700	\$259,800	\$229,250	3.08%
VP of Human Resources - SSO	\$120,000	\$173,400	\$146,700	\$124,100	\$177,600	\$150,850	2.83%
Human Resource Manager	\$79,800	\$96,000	\$87,900	\$83,400	\$98,700	\$91,050	3.58%
Human Resource Generalist	\$61,000	\$81,400	\$71,200	\$62,500	\$85,400	\$73,950	3.86%
VP of Technology	\$197,600	\$258,900	\$228,250	\$199,700	\$272,300	\$236,000	3.40%

Sources



Projected New Licenses in 2024 - Sources:

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