

**Weedmaps CEO to provide Keynote at CWCB Conference**

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By WM Communications Team

Weedmaps CEO, Chris Beals, is set to be the keynote speaker on Day 1 of the upcoming [Cannabis World Congress & Business Exposition](#) (CWCB Expo), June 2-4 in New York City. CWCB, a leading forum for dispensary owners, growers, suppliers, investors and more, is an annual conference that brings together cannabis industry experts to network and discuss the future ideas and areas of growth. Chris will present his keynote, "In Conversation With Chris Beals" at 2 p.m. ET on June 2. [Mona Zhang](#), States Cannabis Policy Reporter for POLITICO, will interview Chris for the keynote as they discuss Weedmaps, its mission and place in the industry, and how Weedmaps' technology solutions help power cannabis businesses across North America.

"CWCBExpo is thrilled to have Chris Beals as a Keynote Speaker for our upcoming conference at Javits Center in June," said Christine Ianuzzi, CEO and Show Director at CWCBExpo. "We're looking forward to hearing Chris speak and discuss the Weedmaps mission to provide technology solutions for building an inclusive, safe and convenient cannabis industry for all consumers -- an especially important topic as we look to New York state beginning recreational cannabis sales later this year."

Chris will deliver his keynote on [Day 1](#) of the conference, June 2. On June 3, Chris will also participate in a panel discussion, Licensing & the Illicit Market, which will also be moderated by Mona.

"I am thrilled to sit down with Mona at this year's CWCB conference to talk about the work we're doing at Weedmaps to help move the industry forward," said Chris Beals, CEO of WM Technology, operator of Weedmaps. "It will be exciting to see everyone in person again as we collectively reflect on the progress made to date, and discuss what's still needed to ensure a transparent, equitable cannabis industry becomes a reality."

The panel discussion will take a look at the progress recreational states have made when it comes to licensing, what needs to be improved immediately, and how adequate licensing helps to eliminate the illicit cannabis market.

In addition to the conference agenda, Weedmaps will also be located at the conference [exhibition hall](#) in booth #623 to chat with attendees.