



2025 Cannabis Executive Compensation Guide



Welcome

Welcome to FlowerHire's 2025 Executive Cannabis Compensation Guide. This is our most comprehensive analysis of compensation trends across the industry to date. With over eight years of experience placing managerial and executive talent in cannabis, our recruiters are constantly asked: What should we be paying for this role?

To answer that, we analyzed over 27,000 real-world compensation data points collected from between June 2024 and July 2025. This guide shares salary ranges across the most commonly filled roles in cultivation, manufacturing, retail, sales, marketing, HR, and finance, providing a clear benchmark for operators building competitive compensation packages.

In addition to recruiting, FlowerHire also advises leading cannabis companies on compensation philosophy and design. We help operators strategically structure base pay, bonuses, equity, and incentive programs based on blended data, including proprietary insights specific to the cannabis industry, to retain top talent and build scalable people systems.

NOTE: Salary ranges vary based on role scope, company size, and market, so use this guide as a directional resource to support more informed compensation decisions. If you want guidance specific to your company, please reach out for more information to hr@flowerhire.com

About FlowerHire

We are talent in cannabis™

We are trailblazers, committed to the transformative power of the plant to unlock economic opportunities and empower a hopeful and change-inspiring future. Founded in 2017, our team of experienced talent and recruiting professionals are dedicated to helping companies build, scale, and retain world-class teams.

We partner with cannabis companies – at any stage of their growth – to provide high-touch services, including retained and embedded search, strategic talent management, and comprehensive HR advisory, while empowering individuals to succeed in crafting their cannabis career.

Our advisory practice provides strategic direction to cannabis companies seeking to strategically improve their human capital processes for compliance, performance management, retention, compensation design, as well as partnering to address a company's unique needs.

Since our inception, we have collaborated with hundreds of cannabis companies in building and optimizing their talent chains and provided help for an enormous number of candidates to understand and find a job that fits in this unique and exciting industry.

Cultivation

The cornerstone of the expanding legal medical and adult-use cannabis markets lies in cannabis cultivation. Given the ongoing restrictions for any interstate commerce, first-rate cannabis cultivation is essential in every market since it directly impacts the quality of products offered to patients and adult-use consumers. Finding individuals with demonstrated experience in growing cannabis at scale within regulated markets is challenging and can appear to limit the pool of candidates.

Consequently, compensation for cultivation roles has experienced a substantial increase in recent years. Offering the right compensation is crucial to attracting and retaining top talent.

A Cultivation Manager is more of a head grower or grow manager. They are excellent with the team and the plants. The Director of Cultivation is primarily responsible for the grow's performance, accountable for the key metrics that are important to the leadership team, and plays a crucial role in driving the facility's strategy.






	LOW III	MEDIAN III	HIGH III	BONUS ★
VP Cultivation / (multi state)	\$200,000	\$250,000	\$300,000	30%
Director of Cultivation (single state)	\$120,000	\$150,000	\$180,000	20%
Cultivation Manager	\$80,000	\$102,500	\$125,000	10%

Manufacturing

Manufacturing has become increasingly important as the cannabis industry continues to develop, expand, and innovate. Cannabis companies need manufacturing employees who can create and produce products efficiently and with speed. This means that the competition for who can create the best non-flower cannabis products is rising. Some manufacturing roles are the hardest to staff successfully in cannabis, making it critical to competitively compensate and incentivize these employees. The responsibilities of Directors of Operations vary significantly depending on the size, location, and complexity of the facility. It costs more to find the right talent to run a facility with more people and more production. Some Lab Managers are just responsible for extraction in a larger facility, while others are responsible for packaging, the kitchen, and hitting a production plan.



	LOW 	MEDIAN 	HIGH 	BONUS ★
VP of Operations (multi-site)	\$175,000	\$225,000	\$300,000	20–30%
Director of Operations/Site GM	\$120,000	\$150,000	\$225,000	20%
Lab or Extraction Manager	\$70,000	\$95,000	\$120,000	10%
Maintenance/Facilities Manager	\$75,000	\$90,000	\$130,000	0–10%
Packaging/Processing Manager	\$70,000	\$85,000	\$100,000	0–10%

Retail

In cannabis, retail plays a vital role, as it represents the face of the business and is the first point of contact for many consumers. Additionally, cannabis retail operations are subject to strict compliance and inventory management requirements in every state. Not only do they serve a diverse customer base, but the back-of-house operations involve complex tasks such as compliance, inventory management, state reporting, and taxation.

Considering the unique challenges faced by cannabis retail employees, combined with the high turnover rate in the industry, proper compensation becomes crucial for the success of a cannabis retail location. Having supported retail growth in the cannabis industry for eight years, FlowerHire has assessed the hierarchy of cannabis retail employees and how to effectively compensate them.

Generally a Regional/District Manager would have no more than 5-8 stores underneath them, while a Director/VP of Retail has greater than 10 stores, Florida being the exception. Compensation for GM and AGM varies substantially across locations and operators. The GM bonus tends to be more profit sharing than a "management bonus."



	LOW III	MEDIAN III	HIGH III	BONUS ★
Director/VP of Retail	\$130,000	\$160,000	\$285,000	30–40%
Regional/District Manager	\$90,000	\$130,000	\$140,000	20%
General Manager	\$65,000	\$75,000	\$130,000	10%
Assistant Manager	\$50,000	\$60,000	\$85,000	0%

Sales

In the highly competitive cannabis market, meeting goals is essential for the survival of plant-touching companies. To outperform competitors, companies must focus on revenue growth and fostering strong business relationships. Salespeople with strategic relationships will benefit from increased demand and command premium salaries. Experienced salespeople will play a vital role in achieving company goals, making them valuable assets for any team. A well-compensated sales team will be instrumental in achieving these objectives and securing success in the dynamic world of cannabis. Some brands use commission-only independent contractors for sales, and those have been excluded from these figures.







	LOW III	MEDIAN III	HIGH III	BONUS ★
VP of Sales (multi-state)	\$150,000	\$190,000	\$275,000	25–50%
Sales Director (single state)	\$75,000	\$130,000	\$200,000	50%
Account Executive	\$50,000	\$70,000	\$120,000	50–100%

Finance

Cannabis finance departments play a crucial role in keeping companies financially stable despite often operating with very tight budgets combined with tax-related challenges. However, cannabis companies often underpay these positions, making it essential to compensate accounting and finance employees competitively due to the unique risks and uncertainties in this industry. Finding accountants willing to work in this emerging industry can be difficult due to the legal risks involved. Even after finding suitable candidates, the challenge lies in attracting those who are open to a non-linear career path. Nevertheless, companies are successfully promoting the potential for working in this new and dynamic industry for candidates open to learning and creative problem-solving.







	LOW 	MEDIAN 	HIGH 	BONUS 
Chief Financial Officer	\$180,000	\$250,000	\$350,000	30–50%
VP Finance	\$150,000	\$220,000	\$250,000	20–30%
Controller	\$100,000	\$150,000	\$180,000	10–20%
Accounting Manager	\$80,000	\$125,000	\$145,000	0–10%
Accountant	\$75,000	\$100,000	\$130,000	0–10%

Marketing

In vertically integrated cannabis companies, the demands on a marketing department are vast. Marketing has to advocate for both retail customers and the company brands. When the legal market began, there was a strong focus on marketing for the brand side of a vertically integrated company. As the marketplace matures, FlowerHire has observed fast-changing retail marketing dynamics, including hybrid retail, seamless shopping journeys, retail tech, experiential marketing, social commerce, and sustainability concerns, as companies have more data available on their customers. As a result, the desired skill set for marketing employees has also expanded. This cannabis marketing salary guide outlines a core senior-level marketing team.

NOTE: Only a handful of operators have both Chief and VP level in their marketing department.







	LOW 	MEDIAN 	HIGH 	BONUS 
Chief Marketing Officer	\$180,000	\$250,000	\$300,000	25–50%
VP of Marketing	\$160,000	\$200,000	\$250,000	20–30%
Director of Marketing	\$130,000	\$145,000	\$175,000	10%
Field Marketing Manager	\$70,000	\$95,000	\$130,000	0–10%
Retail Marketing Manager	\$75,000	\$130,000	\$150,000	10%

Human Resources

In an industry as fast-moving and complex as cannabis, human resources serves as the backbone that supports company culture, workforce stability, and compliance. FlowerHire has worked alongside cannabis industry HR leaders to place roles ranging from HR managers to Chief People Officers, providing our partners with unparalleled understandings about compensation trends in this space. As companies scale, the need for strategic HR leaders has grown, making competitive compensation essential to attract and retain talent who can navigate complexity, drive retention, and foster organizational growth. We are excited to include HR on this year's compensation guide.



	LOW 	MEDIAN 	HIGH 	BONUS 
Chief People Officer	\$200,000	\$230,000	\$310,000	20–50%
Director of HR	\$90,000	\$130,000	\$160,000	10–20%
HR Business Partner	\$65,000	\$105,000	\$130,000	0–10%

Need more help with compensation?

FlowerHire's senior advisory expertise specializes in providing compensation design advisory services tailored specifically to the unique needs of the cannabis industry. Our vast industry database, combined with our deep in-the-field knowledge, ensures customized guidance. We help you understand your compensation system, recommend resource allocation and create career paths that enable career development, engagement, and progress in your organization.

Contact us today and discover how our compensation design services can help you build a solid foundation for success in the cannabis industry.

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COMPENSATION DETAILS	DESCRIPTION	CONVENTIONAL COMPENSATION OUTPUTS	FLOWERHIRE SENIOR ADVISOR OUTPUTS
Compensation survey data at min, mid and max salary amounts for each level category	Data consists of Base, Cash Bonus % and Equity%	✓	✓
Equity type by level	Stock Options or RSUs	✓	✓
Equity % by level	Range for each role by percentage	✓	✓
Reporting structure for each category	Provide insight on the role's direct supervisor		✓
Average qualifications For each level	Provide average years of experience required and relevant skills needed for the role		✓
Pay type	Hourly Non-Exempt, Salary Non-Exempt, or Salary Exempt		✓
Benefits	Listing of average benefits that each level and role is eligible for		✓
Fringe \$	Listing of what types of fringes are offered by level if applicable (vehicle, phone, etc.)		✓
Market insight by state	Summary of each state where operation has a presence		