



Saphira Galoob

Principal and CEO

Principal and CEO of The Liaison Group (TLG). The Liaison Group was the first –and remains the only– consulting firm focused exclusively on the cannabis industry. She was the driving force for the creation and launch of the National Cannabis Roundtable. As the coalition's Executive Director, she oversees the organization and leads federal policy initiatives for the country's leading cannabis operators, including: Cresco, Trulieve, Pura Vida and others. Other clients include the California Cannabis Industry Association, the most influential state-based cannabis trade association, which currently counts more than 500 businesses and 670 brands among its membership.

A keen strategist who prioritizes transparency and collaboration, Saphira works closely with both the House and Senate Cannabis Caucus and Working Groups. She was recently selected by POLITICO as *Who to Know on K Street* for cannabis lobbyists and was named the 2020 Influencer of the Year by the Industry Power Women Awards. Saphira received her Juris Doctorate from the Oklahoma City University School of Law and a Masters in International and Comparative Law (L.L.M.) from Georgetown University School of Law. She regularly speaks on US cannabis policy at events in the US and internationally. She lives in the DC-area with her family.

Speaking Engagements

- Speaker, "G-suite Conversations" Women Grow Podcast, October 8, 2021

In the News

- Quoted, "Lobbying In the Time Of The Coronavirus," *Politico Pro*, March 18, 2020

