

# Jennifer Flanagan Long



Senior Vice President, Government Affairs  
Liberty Square Group (2024-Current)

Senior Advisor  
Vicente LLP (2021-Current)

Massachusetts Cannabis Control Commissioner (2017-2021)

Massachusetts State Senator (2009-2017)

Massachusetts State Representative (2005-2009)



# Legalization in Massachusetts: Lessons Learned

- Implementation of Ballot Initiative; Preserve the will of the voters
- Importance of Balanced Regulations
- Economic Opportunities
  - Types of Licenses
  - Ancillary Business
  - Non-plant touching opportunities

# Why Legalization Matters?

- Creates a regulated industry and brings it in line with other intoxicating substances
- Economic benefits to the state through generated tax revenue
- Creation of new jobs important to the local economy
- Public health is protected through safe, tested products for consumers
- Regulating cannabis works to decrease sales outside the legal market



## Jennifer Flanagan Long

Senior Vice President | **Liberty Square Group**

**pronouns:** (she/her)

**m:** 857.315.7366

90 Sherman Street, Cambridge, MA 02140

[libertysquaregroup.com](https://libertysquaregroup.com)

[\*\*Flanagan@Libertysquaregroup.com\*\*](mailto:Flanagan@Libertysquaregroup.com)

