



# U.S. Hemp Roundtable

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## **2025 U.S. Hemp Roundtable Officer Announcement**

WASHINGTON D.C. — We are thrilled to unveil the U.S. Hemp Roundtable's new officer slate for 2025, bringing together a team of accomplished leaders dedicated to advancing the interests of the hemp industry. These individuals embody a wealth of experience, vision, and passion for shaping the future of hemp in the United States.

Each officer brings a unique set of skills and experiences to the table, contributing to the Roundtable's comprehensive approach in addressing the challenges and opportunities facing the hemp industry. As the hemp landscape evolves, the U.S. Hemp Roundtable remains committed to championing the interests of farmers, businesses, and stakeholders across the nation.

The new officer slate reflects a diverse range of perspectives, ensuring that the U.S. Hemp Roundtable continues to be a powerful advocate for the industry's growth and success. Please join us in welcoming these exceptional leaders as they guide our efforts in 2025 and beyond!



*President: Jena Murray, Director of Quality and Regulatory, Medterra CBD*

Jena Murray is an expert Quality and Regulatory Affairs professional with a decade of experience in the hemp and dietary supplement industries. She currently serves as the Director of Quality and Regulatory Affairs at Medterra CBD, which also owns Five Farms and Vena CBD, a leading brand in the CBD sector, where she ensures top compliance, drives product integrity, and exemplifies industry leadership. Prior to her role with Medterra, she led Quality and Regulatory for Quicksilver Scientific, Inc., further expanding her expertise in the field.

Jena is a passionate advocate for the hemp industry, serving on the Board of Directors for the U.S. Hemp Authority and U.S. Hemp Roundtable where she contributes to shaping industry standards and regulatory frameworks. She is deeply involved in efforts to advance policies that promote product safety, consumer confidence, and responsible growth in the sector.

Jena holds a Bachelor of Science in Biology from Delaware State University, providing her with a strong scientific foundation for her work in regulatory compliance and quality assurance. Beyond her professional career, she co-owns a small market garden, supplying her community with locally grown vegetables—a reflection of her commitment to sustainable agriculture and natural wellness.



*Executive Vice President: Art Massolo, VP Business Development, Cycling Frog*

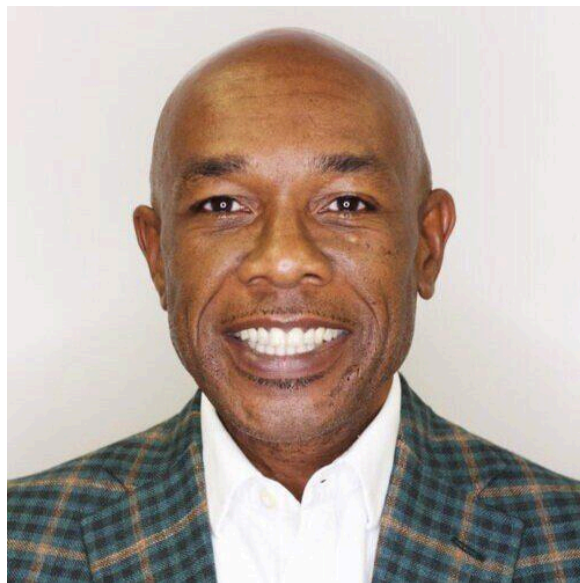
Art is a highly accomplished Senior Executive, C-Suite Officer, Entrepreneur, Consultant, and Board Member with 30 years of success in cannabis, wine, craft beer, spirits, food & beverage, CPG, FMCG, recruitment, sustainability, retail, health and wellness. Leveraging extensive experience in international business, sales, and marketing, he is a valuable asset for startup, midcap, large scale similar-sector companies looking for expertise and leadership in global business development, product sourcing, maneuvering through cultures, product design and launch, operations, distribution, and sales growth.

Art Founded Viña Cono Sur, Chile, in 1994 and Viña Trivento, Argentina, in 1996. Art Founded B2Bwine.com which became part of WX Brands in 2001. Art has been a Management Consultant in the Beverage Space for 15+ years. Art was raised in Singapore, Indonesia, Italy, Panama, Brasil, Denmark, Costa Rica, and Chicago and is a graduate of Hamilton College. Art is the proud father of 4 amazing adults and happily married to his love Val.



*Char: Clifford Starke, Chief Executive Officer, Just Brands*

Clifford Starke was previously Just Brands President and a Director beginning in December 2022. Prior to that, Clifford Starke served as the Executive Chairman and Chief Executive Officer of Franchise Global Health Inc. Since May 2018, he has served as the Chairman of Hampstead Private Capital Ltd., a Bermuda based merchant bank investing in small to mid-cap, high growth companies in various sectors and primarily focused on the medical cannabis industry. Clifford has 18 years of investing and public markets experience and, over the last 10 years, has acted as a financier, investor, and operator of cannabis companies. He holds a Bachelor of Arts degree in History from Queen's University.



*Senior Vice President: Fred Cawthon, Chief Executive Officer, Verge Agritech*

Frederick Cawthon is the co-founder and CEO of Verge Agritech, which is focused on advancing research & education, creating everyday life products, and developing lifestyle brands that transform customer experiences with cannabis. Since 2016, he has been an active hemp advocate, participating and volunteering at local hemp events. Prior to his work in hemp, Frederick spent the last 20+ years in product and program management roles for various Fortune 500 companies. Frederick holds an MBA from Tennessee State

University. He is also a member of the U.S. Hemp Roundtable's Minority Empowerment Committee.



*Vice President for Membership: Inga Selders, Policy Director, American Shaman*

Inga Selders is a dynamic leader and advocate with a diverse background in business, public service, and policy reform. In 2010, she co-founded Substream Music & Sound Design, a production company specializing in original music and sound design for advertising, with clients including PetSmart, Pepsi, and McDonald's. Her passionate spirit extends to public service, where she has served on the Prairie Village City Council since 2019. During her tenure, she spearheaded initiatives to decriminalize cannabis, successfully integrating cannabis legalization into the City Council's legislative platform. Driven by a vision for statewide change, Inga founded the Cannabis Justice Coalition, forging a bipartisan alliance of stakeholders dedicated to ending cannabis prohibition in Kansas. She also serves as the Policy Director at American Shaman, where she oversees the development and implementation of policies regarding lobbying in the cannabis and alkaloid industries, as well as providing supervisory support to the regulated division of the company.



*Vice President for Marketing and Outreach: Jim Higdon, CEO, Cornbread Hemp*

Jim Higdon is co-founder and chief communications officer of Cornbread Hemp. A Kentucky native, he holds degrees from Centre College, Brown University, and Columbia University's Graduate School of Journalism. In 2012, Jim published "The Cornbread Mafia," a nonfiction account of his hometown's outlaw cannabis operations, which led to a journalism career covering Kentucky for the Washington Post and cannabis policy for POLITICO. In 2019, he co-founded Cornbread Hemp with his cousin Eric Zipperle. In his role as chief



communications officer, Jim builds relationships with legislators and educates consumers on the changing landscape of hemp regulations.



*Vice President for Direct to Consumer: Aaron Nosbisch, BREZ*

Aaron J. Nosbisch, founder of BRĚZ, the fastest-growing cannabis beverage and Lucyd, the largest cannabis social advertising agency in the world, is an entrepreneur, investor, and adventurer who has founded numerous endeavors while driving hundreds of millions in revenue for his projects and clients, all while traveling the world.

Selling 1.5M cans within the first year alone, BRĚZ was founded in 2023 as the world's first cannabis and mushroom infused social tonic (and #1 fastest growing cannabis beverage), offering two blends: THC-Infused Lemon Elderflower and Lion's Mane. BRĚZ sees the functional beverage space as ripe for disruption and aims to create effective, functional blends – using only natural ingredients – that pair perfectly with different moments of life.

With a powerful brand grounded in transparency, innovation, and a genuine care for others, BRĚZ continues to delight and surprise its customer base with an ever-expanding portfolio of thoughtfully-crafted beverages.



*Vice President for Audit: Jeromy Sherman, Bayou City Hemp*

Jeromy Sherman, Co-Founder and Chief Business Officer of Bayou City Hemp Company, Inc., brings over two decades of entrepreneurial expertise. He has been pivotal in establishing the company as Texas's leading hemp processor, manufacturer, and beverage producer, launching brands like Howdy, Beach Break, Ocho Verde and 8th Wonder.

Previously, Mr. Sherman founded and led energy ventures such as American Shale Energy, LLC, and Southwest Texas Energy, Inc.

A leader in hemp advocacy, he was the first President of the Texas Hemp Coalition, served on the Cannabinoid Council for the Hemp Industries Association, and was appointed to the Texas Industrial Hemp Council by Agriculture Commissioner Sid Miller.

Mr. Sherman holds an MBA from the University of Mississippi and a BA from Mississippi State University. He resides in Houston with his wife, Sarah, and their four children, staying active in the community by coaching youth sports.



*Secretary: Cameron Ruffin Frost Brown Todd*

Cameron is an intellectual property attorney specializing in trademark counseling, prosecution, and enforcement. Cameron focuses her practice at FBT assisting clients in securing and enforcing state and federal trademark rights to enhance their brand value.

Having worked across multiple industries, including cosmetics, technology, food and restaurant, sports and entertainment, and clothing and lifestyle, Cameron's experience managing trademark portfolios is robust.

Cameron also has experience handling matters and resolving disputes before the United States Patent and Trademark Office and Trademark Trial and Appeal Board.



*Treasurer: John Copeland, Blue and Co. Accounting*

John Copeland has over 25 years of experience in various areas of taxation including hi-tech, agri-business, equine, real estate, investment, franchising, retail, manufacturing, service professions, nonprofit, and small construction contractors. His responsibilities include tax consultation, planning and compliance for corporate, partnership, nonprofit, fiduciary and individual clients.

Mr. Copeland joined Blue & Co, LLC in 2013 after more than 15 years with a Lexington-based public accounting firm. Mr. Copeland graduated from Transylvania University and is a member of the American Society of CPAs and the Kentucky Society of CPAs. Mr. Copeland has served and continues to serve as treasurer for various charitable and civic organizations.

## Major Thanks to Pete Meachum



*Outgoing U.S. Hemp Roundtable President, Pete Meachum*

After 3 years of dedicated service as President of the Hemp Roundtable, Pete Meachum from the Cronos Group is stepping down to return to public service. Pete has been a driving force in advancing hemp policy and building key relationships on Capitol Hill that strengthen our industry. Thank you, Pete, for your tireless efforts and steadfast leadership.

For media inquiries, please contact:

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About the U.S. Hemp Roundtable

The U.S. Hemp Roundtable is the industry's national advocacy organization, dedicated to promoting policies that support the full potential of the hemp plant. The Roundtable works with lawmakers and regulators to advance the interests of hemp farmers, processors, manufacturers, and consumers. With a focus on safety, sustainability, and innovation, the Roundtable is committed to ensuring the future success of the hemp industry. More at [hempsupporter.com](http://hempsupporter.com)

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