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# Meet Organa, The Company That Wants To Dominate The U.S. Cannabis Market



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Organa

Employees at Organa Labs packaging O.penVAPE products for dispensaries. (Courtesy photo.)

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The company has 96 employees (250 if you count licensees) and according to Dreissen the company pays generous salaries with benefits that include healthcare and a 401K. He also said employee turnover is low and the percentage of female

employees to men was an impressive 50%. Heidl, the chief operating officer and is on the road 200 days a year and on track to log 300,000 miles of travel by the end of the year. Public relations head Jackson Tilley said they take “work-ations” because they have little time for vacations.

“It's a monster undertaking to coexist in different states,” said Driessen. “There are cultural differences and packaging differences.” Organa Brands prides itself on its slick packaging, but in some states it all gets thrown out. For example, Connecticut insists on all white containers. Driessen was partly brought into the company to create a structure that could grow the business efficiently. He knew scaling up is one of the biggest challenges a company can face. The other co-founder Ralph Morgan is often called the moral compass by the other top executives and sets the company strategy.

O.penVAPE differentiates its cannabis oil by producing specific strains or creating its own hybrid formulas. They've opted to not go the direction of mood based vaping like some newer entrants that sell cannabis oil with names like “Relax” or “Hustle.” They also do a brisk business in private labeling vape pens. For example, a farm or a dispensary could have O.penVAPE create a vape pen specific to their brand.

As a result of getting its products into 1,200 dispensaries, Organa Brands has created a tight distribution network and for a hefty price it will distribute other companies' products. Some in the cannabis industry disdain Organa's attempts to run its business like a mainstream corporation with plans to grow across the country. To the critics, Dreissen says, “I don't see how we're selling out. We still sell cannabis. It's still federally illegal. Besides, at a certain point you have to grow up as an industry and run a company professionally.”

Organa is keeping a close watch on Washington, and while the executives would have preferred an administration with a less aggressive stance, they also feel it is working to their advantage. With cannabis still federally illegal, big tobacco and big alcohol are remaining on the sidelines and that gives Organa plenty of time to get those flags planted.