



Emerald Intel



Certificate



Emerald Intel

This award is in recognition of **Emerald Intel's** stellar reputation and trust among customers and industry peers, evident in the numerous nominations we received from our subscribers. **Emerald Intel** emerged as the **Top Cannabis Data Intelligence Platform 2026** after an exhaustive evaluation by an expert panel of C-level executives, industry thought leaders, and our editorial board.

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Turning Fragmented Cannabis Data into Intelligence



John Stanfill,
CEO & Co-founder

Emerald Intel was founded to solve a critical problem facing even the most well-capitalized and sophisticated cannabis-related businesses: there was no clear, reliable way to understand who was licensed, who owned what, or how the market was truly structured. In other industries, that level of visibility exists. In cannabis, it simply did not. Regulations vary state by state, rules change constantly, and most data exists primarily to satisfy compliance requirements rather than provide market intelligence. The result has been fragmented databases, incomplete records, and teams forced to make strategic and go-to-market decisions without a unified, trusted view of the market.

Emerald Intel addressed this challenge by building a powerful relational database that combines go-to-market business intelligence with the industry's most comprehensive compliance data. By structuring regulatory and ownership information into a connected system, the company prioritized

market visibility rather than simply aggregating raw data. Integrated directly into client workflows, the platform enables companies to move faster, reduce uncertainty, and execute with greater confidence in a market where transparency has historically been limited.

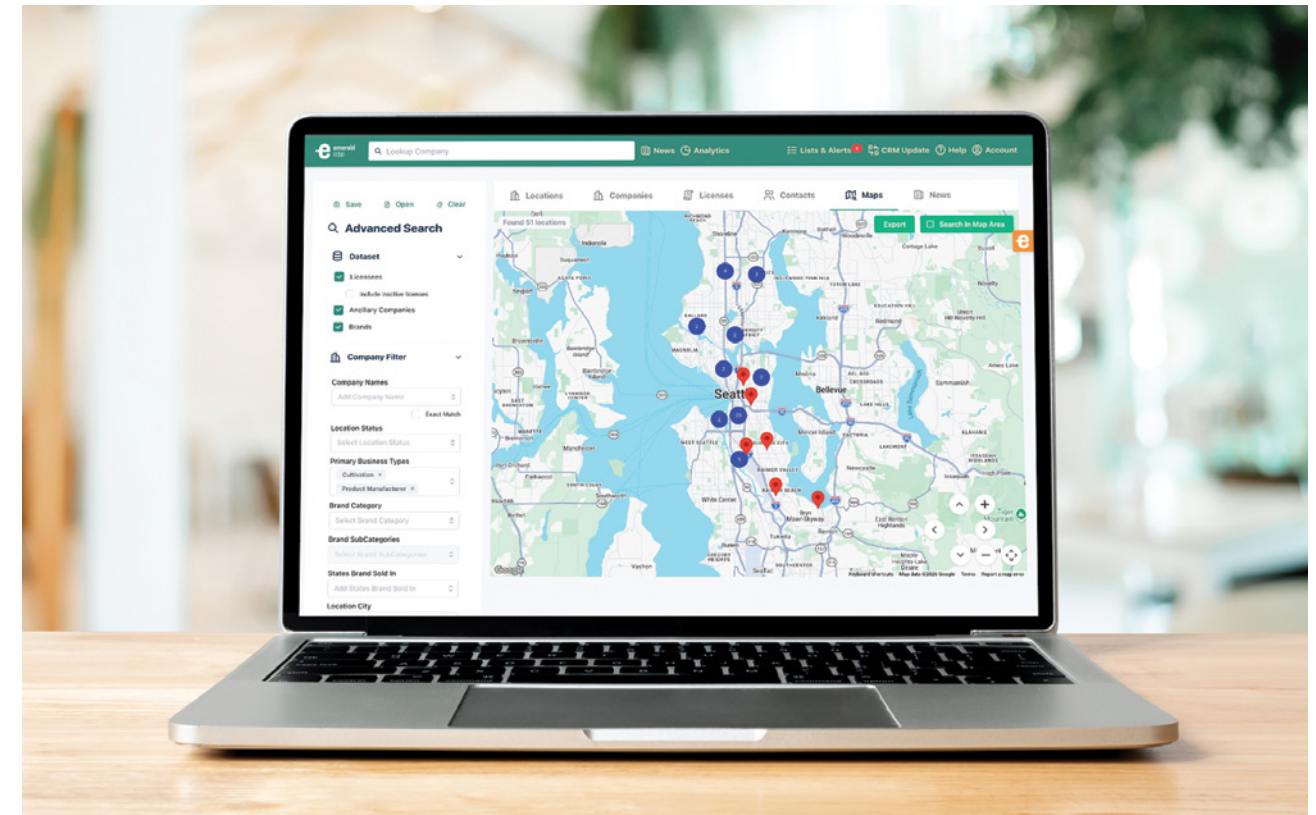
“Every industry my co-founders and I worked in before had mature information resources that gave participants clarity. Cannabis didn’t, and that absence consistently slowed sales, underwriting, hiring, and compliance decisions,” says John Stanfill, Chief Executive Officer and Co-Founder.

That strategy accelerated with the merger of Emerald Intel and Cannabiz Media, unifying two of the industry’s foundational data providers into a single platform. Historical license intelligence, real-time regulatory updates, ownership and company hierarchies, and verified executive decision-maker data now coexist within one system. The result is the industry’s most comprehensive and continuously verified view of the regulated cannabis market.

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The platform is anchored by unified datasets that connect license, company, and executive information into continuously verified, real-world workflows. These datasets are refreshed daily from hundreds of sources. Stanfill notes that the challenge is not scale but nuance. Because licensing is state-specific, a license in Massachusetts differs materially from one in Colorado, and understanding those distinctions quickly often determines whether revenue is captured or lost.

Emerald Intel delivers this intelligence through a SaaS platform designed for everyday use. Clients can search by



state, license type, keyword, or map-based views, then move quickly from insight to action. Native CRM integrations with platforms such as Salesforce and HubSpot allow verified data to flow directly into sales, compliance, and underwriting workflows. A Chrome extension provides instant access to Emerald Intel insights at the point of decision, without requiring users to leave the page.

“Our goal is to meet users where they already work. Emerald Intel is designed to reduce friction, not add another system to manage,” explains Jenny Kitchen, Chief Content Officer and Co-Founder.

The platform’s impact is especially visible in compliance and risk management. Compliance teams rely on Emerald Intel to monitor license status, track violations, and understand ownership structures in real time, replacing manual checks and fragmented records with verified intelligence. Financial institutions, insurers, and ancillary service providers use the platform to validate regulatory standing, uncover parent-child relationships, and proactively manage exposure in a highly regulated environment.

Stanfill notes, “A nutrient sales rep told me he built his territory the old-fashioned way—by door-knocking cultivation sites in the Emerald Triangle. Armed with our verified grower addresses, he showed up where competitors never did. In a market where most salespeople relied on word

of mouth or outdated lists, he became one of the only reps operators had ever seen in person—and quickly became the one they bought from.” This example illustrates how Emerald Intel strengthens go-to-market strategy: better data leads to more real conversations, higher contact rates, and improved conversion.

Emerald Intel is now expanding how clients extract value from its system. AI-driven tools support data aggregation and cleansing while helping users surface trends, alerts, and strategic signals. Planned enhancements include deeper analytics, expanded brand and product datasets, broader geographic coverage, and APIs that allow clients to embed Emerald Intel directly into their own systems. This progress earned the company recognition as a Top Cannabis Data Intelligence Platform for data leadership, reflecting its growing role as critical infrastructure for the industry.

“Cannabis data is inherently dynamic. Being able to detect early economic, regulatory, or operational signals in time to act is becoming increasingly valuable,” emphasizes Ed Keating, Chief Economist.

Emerald Intel exists because the cannabis industry has reached a point where intuition alone no longer scales. By embedding clarity directly into daily workflows, the company enables clients to operate with greater predictability, lower risk, and sustained confidence as the market continues to evolve. **CB**