

Podcast Recap: Weedmaps CTO/CIO Justin Dean

January 13, 2022



By WM Communications Team

[Justin Dean](#), Chief Technology Officer and Chief Information Officer, was recently featured on two podcasts: Cannabis Business Times - Beyond the Show, and the SaaSops Leaders podcast with David Politis. Each interview provides a unique perspective from Justin, and a thoughtful look at his career journey and the future of technology both at Weedmaps, and the industry as a whole.

[Cannabis Business Times: Beyond the Show](#): Eric Sandy, digital editor of CBT, spoke with Justin about consumer data and how the cannabis consumer experience is changing. The two spoke about topics including:

- Weedmaps' first [Cannabis in America Data and Insights](#) report
- Normalizing and breaking down the stigma of cannabis
- Educating consumers on cannabis

[SaaSops Leaders](#): The SaaSops Leaders podcast, hosted by BetterCloud CEO David Politis, interviews IT leaders about how SaaS applications have transformed their organizations. Justin sat down with David to discuss his career trajectory, identifying the right internal tools to meet the needs of the business, and the strategic role of IT in a company.