Employee Resource Groups at Weedmaps

November 1, 2022



By WM People Operations Team

Weedmaps is committed to creating and maintaining a diverse, inclusive and equitable workplace; a place where all employees can learn, thrive and be their authentic selves. One way we build upon our culture of inclusion is through our WM Together program which focuses on education, support, opportunity and community-building that encompasses our commitment to creating and maintaining a diverse, inclusive and equitable workplace. An important aspect and additional avenue for employee participation are our Employee Resource Groups.

At Weedmaps, Employee Resource Groups (or ERGs) focus on education, support, personal developmental opportunities, community-building and networking across departments and teams. Helping to build community has become more important since Weedmaps instituted our *Weedmaps From Anywhere* program, which gives employees the flexibility to decide how and where they work.

While the ERGs are created, formed, and run by employees, they are fully supported by the company and its leadership with dedicated time to celebrate the many individual cultures, traditions and contributions made from various demographic groups in the company.

“At Weedmaps, our leadership team believes in the power of education, and that educating oneself and those around us is often the best way to help break down barriers and build bridges to understanding each other and appreciating our differences,” said Meera Pisharody, Vice President of People & Workplace at Weedmaps.

Here are the four ERGs currently active at Weedmaps:

- **Women of Weedmaps (WoW):** The goal of WoW is to empower women at Weedmaps and in the cannabis and technology industry by encouraging, mentoring, and networking to make a positive impact within the workplace.
- **OUT at Weedmaps:** The main purpose of Out at Weedmaps is to cultivate a safe place to connect, create community, and help continue to make Weedmaps an overall inclusive environment for LGBTQIA+ employees.
- **WM Noir**: A resource and community for Black employees and allies to come together and exchange ideas as we continue to support Black representation in the tech and cannabis industries.
- **WM Flor**: Short for “Flowers liberate our raza,” the goal of WMFlor is to continue to empower Hispanic and Latine/x employees, support cultural education, events, and networking.

In addition to regular meetings, the ERGs also provide various opportunities for all Weedmaps employees to get involved though tech talks and speaker series, celebrating together through happy hours and coffee chats, and spending time giving back to our local communities.
New ERGs are always in the works, with more to come in 2023. To learn more about working at Weedmaps, visit our **Careers** page.