ADVISORY / BRAND GROWTH / CONNECTIONS

KRYSTA JONES

Trusted Advisor for Emerging Industries

Clear strategy. Stronger connections. A business built to grow.

I help founders and business leaders sharpen their direction, build meaningful relationships and turn strategy into action. My work draws on 15+ years across commercial cannabis, operations, brand development and emerging industries.

RECOGNITION | 2025 Cannabis Philanthropist Icon, Crohn's Charity Service Foundation

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CHOOSE THE RIGHT WAY TO WORK TOGETHER

Clarify the next move

Personal advisory and business development. Focus priorities, refine positioning and identify relevant people and opportunities.

Grow your brand | THC Girls™

Organic brand building through marketing strategy, content, relationships, events and activations.

Grow your network | The Highly Connected®

Community, connections and Big Biz membership with defined strategy and promotional support.

Grow your visibility | Tea with THC

Interviews, brand highlights and industry conversations that put people and businesses in the spotlight.

Start or protect your business | Invest Smart with Kay
Insurance education and coverage inquiries through the appropriate agency process. Business setup guidance begins with personal advisory.

CONNECTIONS IN ACTION

Smoke Currency Tour with Thunder Walker

Helped connect legacy cannabis communities, licensed businesses and civic stakeholders across New Jersey, New York, Detroit, Las Vegas, Arizona and Florida. The work led to brand collaborations, event activations and media exposure, with relationships that continue to support introductions and future projects.

> "I believe Krysta is a visionary in the space of Cannabis and beyond."
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> **THUNDER WALKER | CEO, The Thunder Walker Experience**
> **LinkedIn recommendation excerpt, September 2023**

LET'S TALK BUSINESS

Book a call to discuss the goal and the right scope of support.

KJones.life | contact@kjones.life | Book a call ↗