

# ISA Announces Speaker Lineup for April 29 Edibles Webinar

*Industry experts from Undefined Inc, Wana Brands and dreamt will discuss the future of infused edibles*

LOS ANGELES, CALIFORNIA, UNITED STATES, April 15, 2021

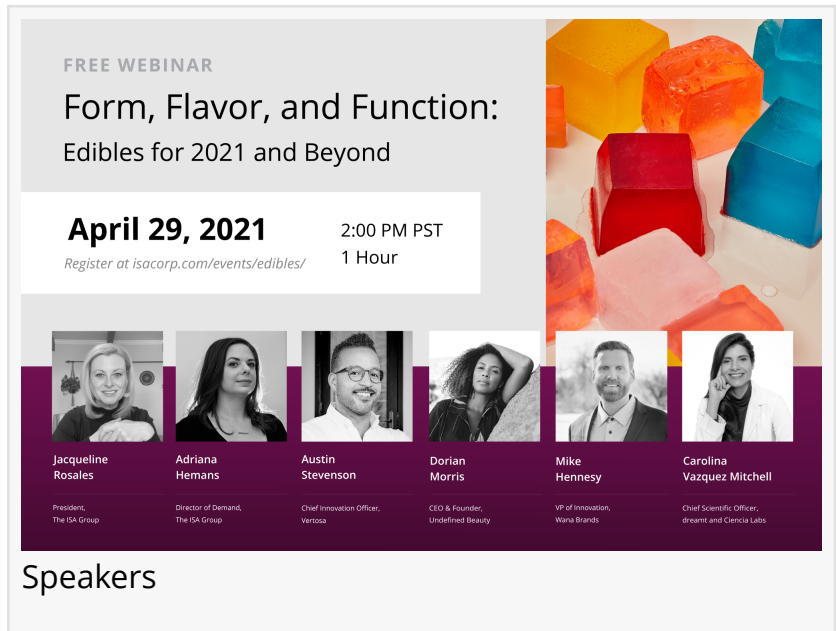
[/Einpresswire.com/](https://www.einpresswire.com/) -- ISA and Vertosa announced today the speaker lineup for their upcoming webinar "[Form, Function & Flavor: Edibles for 2021 and Beyond](#)." Dorian Morris, Founder and CEO of Undefined Inc., Mike Hennesy, Vice President of Innovation at Wana Brands and Carolina Vazquez Mitchell, MS, Chief Science Officer at dreamt will

join the live event starting at 2 pm PST on April 29, 2021. This engagement is the second in a series of webinar events stemming from a strategic partnership between ISA and Vertosa, announced in November 2020.

"Our speaker lineup brings together a diverse group of powerful industry leaders, each with their own unique perspective and in-depth knowledge of both the edibles market, and the cannabis industry as a whole," said Jacqueline Rosales, President of ISA. Jacqueline will moderate the event and lead the conversation about product development in the edibles market and how the products of the future will fit into consumers' lives. The event is free and open to the public. Attendees can register [here](#).

In 2021, we've seen an explosion in new edibles products that address specific needs - sleep, anxiety, creativity, energy, diet support and immune support. Innovative brands are embracing new delivery forms, flavors and functions to meet consumers' evolving interests.

"With stress at an all-time high, accessibly priced, plant-based solutions are even more important now," said Dorian Morris, Undefined Beauty Founder and CEO. Morris was recently featured in the Target Takeoff Beauty cohort, in which she discussed her new collection, focused on adaptogenic mushrooms for stressed skin.



The graphic is a promotional banner for a free webinar. It features a purple and white color scheme. On the right side, there is a photograph of several colorful, translucent gummy candies in shades of yellow, orange, red, and blue. The text on the left side of the graphic reads: 'FREE WEBINAR' in a small font, followed by the title 'Form, Flavor, and Function: Edibles for 2021 and Beyond' in a larger font. Below the title, the date 'April 29, 2021' is displayed in a bold font, with the time '2:00 PM PST' and duration '1 Hour' to its right. A registration link 'Register at isacorp.com/events/edibles/' is provided below the date. At the bottom of the graphic, there is a section titled 'Speakers' which lists six individuals with their names and titles: Jacqueline Rosales (President, The ISA Group), Adriana Hemans (Director of Demand, The ISA Group), Austin Stevenson (Chief Innovation Officer, Vertosa), Dorian Morris (CEO & Founder, Undefined Beauty), Mike Hennesy (VP of Innovation, Wana Brands), and Carolina Vazquez Mitchell (Chief Scientific Officer, dreamt and Ciencia Labs). Each name is accompanied by a small circular portrait photo.

## Meet the Speakers

Dorian Morris is the Founder and CEO of Undefined Inc. A true champion of inclusivity within wellness, Dorian Morris is a beauty junkie with deep expertise across categories from cosmetics to haircare to skincare to food/wellness. She is the Founder/CEO of Undefined Inc which includes Undefined Beauty, a clean, conscious, inclusive lifestyle brand focused on democratizing wellness and destigmatizing plant magic.

Adriana Hemans is Vice President of Demand at ISA, where she heads up the Cannabis Research Division. She helps cannabis brands build more customer-centric businesses through data and insights. Adriana's work has been published in numerous industry publications including mg Magazine, Marijuana Venture, and The Cannigma. She has been invited to speak onstage at cannabis events across the country, including NECANN (Northeast Cannabis Business Conference) and the NCI's Annual Cannabis Business Conference.

Austin Stevenson is Chief Innovation Officer at cannabis and hemp infusion technology company Vertosa. Austin plays an integral role in the business development of Vertosa, facilitating partnerships with leading brands to produce top quality cannabinoid-infused beverages, topicals, edibles and more. Prior to joining Vertosa, Austin leveraged his bio-tech experience building the regulatory Hemp/CBD testing program for Eurofins - a world leader in food, environment, and product testing services - where he worked with CVS and Walgreens to test and verify the quality of their retail CBD topicals. Austin and the Vertosa team are also committed to community action and industry leadership. He serves as a Member on the City of Oakland's Cannabis Regulatory Commission, for which he supports the licensing of equity partners and works to break down financial barriers to entering the industry by championing grant funding. He is also an Advisory Board Member on EAZE's Momentum Program, a business accelerator designed to support and empower underrepresented founders in the licensed cannabis industry, as well as a founding board member of the Cannabis Beverage Association.

Mike Hennesy is Vice President of Innovation at Wana Brands where he oversees their research and development program, new product design, educational training content and growing partnerships with new cannabis technologies. Hennesy led the team in creating Wana's new Quick line of gummies and tinctures that use innovative encapsulation techniques to increase the bioavailability of cannabinoids that bypass liver metabolism and take effect quickly. He developed Wana's online interactive training program for budtenders and employees that covers the science of the endocannabinoid system and directed the development of Wana's vape line, including the line's unique proprietary terpene blends.

Carolina Vazquez Mitchell, MS is Founder and Chief Science Officer at dreamt. A gifted academic with deep experience in the developing regulatory standards of the cannabis industry. Carolina's areas of specialty include organic chemistry and biochemistry research, laboratory testing and laboratory practices, quality assurance, and R&D for cannabis products, pharmaceuticals, foods,

and beverages. She has more than 10 years' experience with organic synthesis and extractions and has extracted DNA, RNA, proteins, terpenes, and other pharmacologically active molecules. Carolina is a nationally recognized cannabis scientist, and has been a featured expert in Rolling Stone, HelloGiggles, mg and Forbes, and was named one of Dope Magazine's "Outstanding Women in Cannabis."

#### About ISA

The ISA Group offers real-time access to consumers through quick turn, high impact, custom research solutions.

Clients leverage ISA for product development, concept testing, marcomm feedback, and to create detailed consumer profiles. ISA helps brands make better business decisions guided by market insights. Built upon a multi-decade history of accessing niche populations, ISA has developed products specifically designed to serve the cannabis industry including The Cannapinion Poll, a bi-monthly survey of 1000 US cannabis consumers. This year ISA also launched the first cannabis consumer research panel, The Green Time to provide brands with reliable and targeted access to cannabis consumers.

#### About Vertosa

Vertosa creates industry-leading active ingredients for infused product makers. Their catalog of patented and patent-pending nano-emulsions are carefully designed for the specific needs of each customer, with pre-suspended aqueous solutions that create incredibly homogeneous and stable products while maximizing bioavailability, clarity, and taste. Vertosa works closely with their lab partners and clients of all sizes throughout the manufacturing process to achieve target potency and successfully bring consistent, reliable, quality infused products to market. Learn more about Vertosa at [vertosa.com](https://vertosa.com).

Adriana Hemans

[isacorp.com](https://isacorp.com)

+1 8189418485

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/538651110>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.