Influential Women Honors Caitlin DeWolff For Elevating Cannabis Retail Through Education And Empowered Leadership

SKANEATELES, NY, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Tap Root Station General Manager Brings Nearly a Decade of Cannabis Retail Experience to Building Knowledgeable Teams and Informed Consumers



Skaneateles, New York – Since entering the cannabis retail industry professionally in 2016, Caitlin DeWolff has built a career defined by operational excellence, regulatory knowledge, team leadership, and a genuine passion for educating consumers. As General Manager at Tap Root Station, she oversees daily operations while helping create a retail environment centered on compliance, transparency, responsible consumption, and customer education.

With a strong background in both customer-facing service and behind-the-scenes management, Caitlin understands the importance of balancing operational efficiency with meaningful consumer experiences. In her current role, she ensures strict adherence to New York State compliance standards while leading a team committed to providing high-quality and educational guidance to customers.

One of Caitlin's greatest areas of expertise is product education. Her fascination with the science of cannabis has driven her to develop a deep understanding of terpene profiles, cannabinoids, product effects, cultivation methods, and responsible consumption. She uses that knowledge to help customers make informed choices based on their individual needs and desired outcomes.

Caitlin is particularly passionate about challenging outdated perceptions surrounding cannabis. Through education, she works to demonstrate that cannabis extends far beyond intoxication,

drawing attention to non-intoxicating cannabinoids and their potential wellness applications. Her approach emphasizes knowledge and responsible decision-making, helping consumers navigate an industry that continues to evolve rapidly.

Her commitment to education also extends to her team. Caitlin prioritizes ongoing staff training and product knowledge development, ensuring employees are equipped to confidently answer questions and guide customers. She also works closely with diverse consumer groups, including older adults returning to cannabis after decades away, helping them understand modern product potency, dosing, and safe usage.

Transparency is another cornerstone of Caitlin's leadership. She helps consumers understand differences in cultivation and production, including distinctions between living soil-grown products and conventional methods. By bridging knowledge gaps and encouraging informed conversations, she contributes to greater trust between retailers and consumers.

For young women considering careers in cannabis, Caitlin's message is simple: "Don't give up." She believes women have a place in the industry and should not allow those who question their presence to define their potential. Above all, she emphasizes that knowledge is power. The more knowledge professionals develop about their products and industry, she believes, the greater their opportunity for success.

Through her leadership at Tap Root Station, Caitlin DeWolff continues to help shape a more knowledgeable, responsible, and empowered cannabis community.

Learn More about Caitlin DeWolff:

Through her Influential Women profile, https://influentialwomen.com/connect/caitlin-dewolff

Influential Women

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