



A Decade-Long Partnership Built on Trust, Growth, and Evolution

EXECUTIVE SUMMARY

Ten years ago, Würk and The Green Solution (later acquired by The Cannabist Company, formerly known as Columbia Care) embarked on a journey that would transform not only their businesses, but also the very standards of cannabis workforce management. What began with growing pains, uncertainty, and manual processes has blossomed into a trusted, decade-long partnership fueled by innovation, perseverance, and mutual respect that has weathered the evolving cannabis industry and changing business needs. Facing challenges like payroll instability and manual HR processes, The Cannabist Company turned to Würk for a compliant, cannabis-specific solution. Through growth, acquisitions, and industry setbacks, Würk's flexible technology and hands-on service helped streamline operations, enhance compliance, and support scalability. Today, The Cannabist Company continues to rely on Würk to support its evolving workforce strategy.

QUICK FACTS

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| Company | The Cannabist Company |
| Headquarters | Chelmsford, MA |
| Employees | 1,700 |
| Contributors | Janet Hoffman <i>SVP, HR Shared Services</i> |
| Client Since | 2018 |
| Products | <ul style="list-style-type: none">• Payroll• Time & Labor Management• Time Clocks• PTO Accruals• HR• Basic & Custom Onboarding• E-Verify• Manager Self-Service• Recruitment (ATS)• Benefits Administration• ACA Management• Performance Management• Advanced Scheduler• LOA – Leave Management• Compensation Management• 401K 360• Poster Elite• Premier Services |

“Functionality is one thing, but it’s also the companies and the people you work with and what you’ve been through together. Especially in cannabis, because it’s been such a bumpy road for everybody.”

Janet Hoffman
SVP, HR Shared
Services
The Cannabist Company

CHALLENGES AT THE START

When The Green Solution (later acquired by The Cannabist Company, formerly known as Columbia Care) first partnered with Würk, it was grappling with two major challenges: **payroll instability and paper-based HR processes**. Their previous provider, Paylocity, dropped support for direct deposit due to the cannabis affiliation, forcing the company to issue cash paychecks, a logistical and compliance headache. Meanwhile, all employee data changes required cumbersome manual approvals via paper forms.

In search of a more stable and cannabis-compliant partner, they evaluated both Würk and UltiPro. Their immediate goals included reestablishing direct deposit, automating employee transactions, and streamlining employee data management. When UltiPro backed out due to regulatory concerns, Würk’s cannabis-focused and proactive support model stood out, making them the clear vendor of choice.

EVOLUTION

Würk’s technology made an impact right away. The Performance Management module, HR Actions, and automated workflows enabled them to move away from paper-based reviews and approvals, helping HR scale processes without sacrificing accuracy or compliance. But as The Green Solution expanded from a single-state operator in Colorado to a multi-state, publicly-held company, Würk was able to keep pace with their transformation. When Columbia Care (now The Cannabis Company) acquired the company, Würk’s HRIS became the system of record for the merged organization, helping accommodate their growth from 700 to nearly 2,800 employees at its peak!

Throughout their years, Würk’s flexibility proved essential during pivotal periods of massive change. The Cannabist Company has seen it all: onboarding, offboarding, and rehiring waves of temporary staff, navigating multiple mergers and acquisitions, EIN consolidations, and complex divestitures. These were defining moments that tested both organizations. But the teams leaned on each other through every high and low by learning, adapting, and finding new ways to problem-solve together. Even during industry slowdowns and a failed acquisition, Würk continued to remain a stable, reliable, and responsive partner. It was this shared resilience that helped transform challenges into long-term capability.

Just as critical as the technology are the people behind the platform.

Würk’s Premier Services and Customer Success teams go above and beyond to provide support, ensuring clients like The Cannabist Company feel heard, supported, and prioritized. That same commitment to client success drives Würk’s ongoing investment in innovation. From incorporating collaborative feedback through the Client Advisory Board to launching proprietary tools like Compensation Benchmarking and Würkforce Analytics, Würk is not simply keeping up with the cannabis industry. It is helping define the future of workforce management within it.

“The Cannabist Company has been more than just a client, they’ve been a true partner in progress. Their journey has helped shape our roadmap, inspire us to think bigger, and validate our solutions in real-world scenarios. Over the past decade, they’ve exemplified what it means to grow with purpose, and we’re proud to have evolved alongside them in building a stronger, smarter future for the cannabis industry.”



**Deborah
Saneman**
CEO
Würk

REAL RESULTS

Over 10 years, Würk helped The Cannabist Company modernize HR, reduce risk, and boost efficiency.



Efficient Operations

Automated workflows, EIN consolidation, and self-service tools slashed administrative overhead and eliminated paper-based tasks.



Stronger Compliance

Digital checklists and e-signatures made audits smoother and reduced compliance risks.



Smart Resource Use

Centralized tools replaced the need for multiple systems, saving time and cutting errors.



Better Employee Experience

Faster onboarding and empowered self-service gave employees and managers more control.

“The ability to automate the majority of our HR needs has helped us to become more efficient and effective in meeting the needs of our employees.” - Janet Hoffman, The Cannabist | SVP HR Shared Services

A PARTNERSHIP SHAPING THE FUTURE

Over the last decade, The Cannabist Company and Würk have weathered the growing pains of an emerging industry side-by-side. From navigating unstable payroll providers and manual HR processes to scaling through acquisitions and regulatory change, the journey hasn’t always been easy, but it’s been transformative.

What unfolded between Würk and The Cannabist Company was more than a typical vendor relationship. The Cannabist Company not only shaped how Würk serves its clients but also helped influence the platform itself by offering real feedback, pushing for better solutions, and standing as a model for what's possible when technology meets dedication.

What began as a standard vendor-client relationship matured into a lasting partnership built on trust and shared growth. **And after ten years it’s clear, success in cannabis HR isn’t just about software. It’s about having the right people by your side, growing together, and rising to meet each moment.**