

Celeste Miranda to Lead the Programming for Imperious Ark-La-Tex Cannabis Business Expo



TYLER, TEXAS ? OCTOBER 17, 2017 /[Canna Newswire](#)/ ?]Cannabis marketing guru Celeste Miranda has been named Program Director for the Ark-La-Tex Cannabis Business Expo at the Statehouse Convention Center in Little Rock, which will be hosted by Imperious Expo on December 6 and 7, 2017. As the CEO and founder of The Cannabis Marketing Lab, Celeste brings a wealth of experience to one of the industry's premier trade shows.

?Celeste drew one of the largest crowds and did an outstanding job as part of our panel discussion about best practices for cannabis entrepreneurs at last year's Imperious Expo in Washington, and we are excited to have her take on an expanded role in the Little Rock event,? said Imperious Expo founder Eric Norton. ?If we're talking about some of the most knowledgeable and well-connected individuals in the cannabis industry, Celeste certainly deserves to be near the top of that list.?

Celeste Miranda's journey into the legal marijuana trade began in 2012, when she took a leap of faith and decided to focus her established marketing company solely on cannabis. Since rebranding as The Cannabis Marketing Lab, Celeste has helped countless cannabis entrepreneurs build their business through an integrated strategy that includes social media promotion, packaging design and product rollouts. In recent years Celeste has taken on an activist role as the founder of MC4MS, a non-profit with the mission of pushing state and federal legislators to loosen restrictions that impede research on the medical benefits of cannabis for treating multiple sclerosis.

As Program Director, Celeste is curating a large list of speakers for the Ark-La-Tex Cannabis Business Expo. Attendees at the Little Rock event will have the opportunity to hear from an extensive array of cannabis industry leaders in the fields of technology, production, law and business. Presenters include Andy Joseph, President of cannabis oil extraction machine manufacturer Apeks Supercritical; Katie Moodie and Brooke Brun, founders of hemp CBD-based wellness and body care producers KB Pure Essentials; and Neil Juneja, a patent attorney that serves cannabis entrepreneurs in Oregon and Washington. Celeste Miranda will lead a workshop on branding for cannabis entrepreneurs and host a booth for The Cannabis Marketing Lab on the showroom floor.

?I had a great time connecting with everyone at Imperious Expo last year, and it's been an honor to play an integral role in putting the Ark-La-Tex show together,? Celeste Miranda stated. ?I look forward to meeting many of the brightest minds in the cannabis community in December.?

For more information, please visit <https://imperiosexpo.com/>.

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