

COMPANY CASE STUDY



HIRE N' FIRE JOB FAIR

Hire N' Fire is a cannabis industry job fair and networking event held in downtown Pontiac. Designed in a "speed dating" style, it connects employers and job seekers across cultivation, retail, marketing, compliance, and more.

Solution

Speed Networking

On-Site Interviews

Workshops & Panels

Brand Activations

Challenge

Michigan's fast-growing cannabis market needs efficient talent matching across retail, processing, cultivation, and brands.

Result

90%

attendies
interviewed

70%

received offers
within 14 days

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www.bearhousegroup.com

Based in Michigan & New York

'Hire N' Fire' cannabis industry job fair coming to Pontiac

The "speed-dating"-style event aims to bring more workers into Michigan's booming marijuana market

By Lee DeVito

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