



SENSI SEEDS – Executives

Arjen Koedam, Managing Director

"I feel strongly that the legal system is the worst place to regulate drug use"

As Managing Director, Arjen Koedam leads the company's management team and is responsible for the day-to-day management of Sensi Seeds. His unwavering passion for the plant and belief in the company vision led to his progression within Sensi Seeds, starting as a programmer and online marketer more than a decade ago: "I didn't choose to work here for the money, or because cannabis was something new to me," he said. "I was already closely connected with the plant long before I joined Sensi Seeds."

By the time he was a teenager, Arjen already questioned the government's approach to drugs, and it's a scepticism he has carried forward in his education and career: his thesis was on the cultural acceptance of cannabis by the Sadhus Buddhists in North India, and he has campaigned for people's rights to use drugs with the *Comite voor Recreatieve Drugs Gebruik* (Committee for Recreational Drug Use).

Arjen brings with him a wealth of digital media experience, as well as his connection to the plant. His focus for the future is on the quality of Sensi Seeds' products and promoting the plant: "High-quality cannabis products should be available to everyone. This means we should keep fighting for legalization, we should keep investing in R&D and we should put a lot of effort into making it available for a reasonable price."