



SENSI SEEDS – Executives

David Duclos, Chief Communications Officer

“The thought that so much potential resides within such a small seed continuously amazes me”

David Duclos is Chief Communications Officer at Sensi Seeds, in charge of the company’s communications strategy and content across all its channels. But his Sensi Seeds journey didn’t start in this area. “I started out in the shops, moved on to manage the Cannabis College, assisted customer service and publicity, and successfully set up the content department,” he said, “This array of experiences has enabled me to develop a strong understanding our role within the industry.”

As Chief Communications Officer, David combines the knowledge from his international business education and his communications expertise with his experience talking to people about cannabis and his passion for the plant. “I don’t think you can do this job if you haven’t worked directly with people in the shops,” he said. “You get to know what mindset they’re in, what their focus points are.”

Having conversations about cannabis – especially with people who still have a lot of questions about the plant and its uses – is what drew him to Sensi Seeds. “Cannabis is an incredible resource; anyone thinking otherwise simply needs to do their research properly,” he said. “We’re constantly discovering new benefits of cannabis. My main goal is educating people about them – that’s why I started at the College, and why I’m still here today.”

David’s experience and expertise in talking to new audiences about cannabis will be instrumental in the success of the company’s future communications – Sensi Seeds has a huge customer base and David’s strategy includes proactively reaching out to wider groups, including by working with non-profit foundations, patient associations and universities. “Storytelling is a key factor for us as we focus on getting the plant back to where we know it belongs,” he said.