

Justin Hartfield

Justin Hartfield is a co-founder of [Weedmaps.com](https://www.weedmaps.com) and a successful serial entrepreneur. Hartfield recently exited from his previous executive role at SearchCore, an internet company he founded and built into a \$30 million-a-year conglomerate recently named the fastest growing local company by Orange County Business Journal. He is an expert at Internet Marketing and Search Engine Optimization and has a BS in Information and Computer Science from the University of California Irvine, which he completed in a UCI record of 2.5 years. Hartfield serves on the Board of Directors of the National Cannabis Industry Association, the Marijuana Policy Project (MPP) and National Organization for the Reform of Marijuana Laws (NORML) where he also serves as the Treasurer. He resides in Orange County, CA with his wife and cockatiel, Goose.