

Emily Taffel. Founder & President, Mugsy PR. mugsypr.com

With over twenty years of public relations and strategic marketing expertise, Emily Taffel, Founder and President of Mugsy PR, is a go-to trusted consultant and advisor for brands and organizations that are looking to become household names, within the cannabis industry and beyond.

Her company Mugsy PR is a highly reputed public relations and consulting firm focused on niche markets such as luxury spirits, cannabis, and independent entertainment. Emily and her team manage national and international campaigns that have not only won awards but have successfully improved the valuation and public image for start-ups, Fortune 500 brands and non-profit organizations across the globe.

The media and marketing landscape for the cannabis industry is filled with twists and turns and Emily has proved adept at handling those curves with creative strategies leveraged by the knowledge of state and national legalities for the space. Her ability to shape public perspective is uniquely applied in helping to reverse the taboo of cannabis.

She is an avid public speaker on the topics of PR and marketing and has been seen on the stages of BizBash Live, Ignite Miami, Social Con, Social Tech Live, and the PR Summit 2015, Her clients have been featured in High Times, WeedMaps, MJ Biz Daily, The New Yorker, Canna Curious Magazine, Forbes, Newsweek, Business News Daily, BuzzFeed, Paste Magazine, Deadline, People, Collider, NPR, CNBC, Entrepreneur, AdWeek, Vogue, CNN, Fox, Crypto Slate and more.

Emily holds a Bachelor's of Science in International Business and Marketing from Nova Southeastern University with a focus on Strategic Communications. She is the Communications Director for the Association for Women in Communications South Florida Chapter and a member of the Society of Professional Journalists.

In addition to her communications accomplishments, Emily is often found writing and is the author of "Don't Limit Me On What I Can Be", an illustrated rhyming ABC book for children focused on alternative careers they may not know exist. She resides in South Florida with her husband and four amazing stepchildren.