

Benesch Welcomes Of Counsel to Cannabis Team in Chicago

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As Benesch continues to add to its roster of top-notch legal talent, the firm is pleased to welcome Alissa “Ali” Jubelirer to the Cannabis Industry Group in Chicago.

Ali is both a seasoned legal professional and an entrepreneur, which is why she is known for her comprehensive expertise in guiding businesses through a variety of legal, regulatory and operational challenges. Her experience spans a wide spectrum, covering areas such as business transactions, regulatory compliance, corporate governance, labor and employment issues, commercial contracts, litigation, intellectual property matters, and day-to-day business queries. Having worked both as legal counsel and operator, Ali is known for expertly balancing legal risk with business needs.

Prior to joining Benesch as Of Counsel, Ali ran a law practice called Jubelirer & Eastman, where she provided legal services to a variety of clients, primarily in tech, hospitality and cannabis sectors. Ali also runs a cannabis company called Dynamic Jack, which makes products that can be found online and on shelves in New Mexico, Colorado and Massachusetts. Before launching both companies, Ali served as General Counsel to Revolution Cannabis Co., a multi-state cannabis operator (MSO) based in Chicago. After leaving Revolution, Ali acted as outside General Counsel to a cannabis-compliant cashless payment processing platform, and also founded CannaMatch, a company connecting social equity cannabis licensees to trusted service providers. She also became a member of the Rolling Stone Culture Council, where she has published several articles on the state of the cannabis industry and her experience as an operator.

Prior to entering the cannabis industry, Ali spent almost eight years at Groupon in a variety of roles, ending her run there as VP & Deputy General Counsel and Chief Compliance Officer in 2019. Before Groupon, Ali spent six years at Tribune Company as in-house counsel, and five years at Seyfarth Shaw LLP, where she concentrated her practice on employment litigation. Ali received her B.A. from The Pennsylvania State University Honors Program and attended law school at Loyola University Chicago School of Law. She is a certified Compliance and Ethics Professional (CCEP) and also holds a Senior Professional Human Resources (SPHR) certification. Ali regularly speaks on panels about the cannabis industry and being an entrepreneur.