



Alissa “Ali” Jubelirer

Co-Lead, Cannabis Industry Practice

Chicago

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Overview

Ali is a seasoned attorney and business advisor with extensive experience in the cannabis and hemp sectors. Drawing on her unique background as both legal counsel and a former owner/operator in these highly regulated industries, Ali offers clients a rare dual perspective-deep legal insight paired with firsthand operational knowledge. She helps cannabis and hemp businesses navigate complex and varied regulations, licensing requirements, compliance, disputes and strategic growth, helping them thrive in a rapidly evolving legal landscape. Her clients include cultivators, manufacturers, dispensaries, investors and ancillary service providers working in the cannabis and hemp industries.

In addition to her industry-specific work, Ali brings more than 25 years of experience as a trusted labor and employment attorney, advising clients across a wide range of industries. Her practice spans the full spectrum of labor and employment law, including workplace policies, employee relations, internal investigations, wage and hour compliance, discrimination and harassment claims, executive compensation, collective bargaining and employment-related litigation. Ali has served as both external and in-house counsel, giving her a well-rounded perspective on the legal and operational challenges employers face. She is particularly valued for her ability to deliver clear, actionable guidance that balances legal risk with business realities. Whether counseling HR teams, advising C-suite executives or representing clients in sensitive disputes, Ali is known for her pragmatic, solutions-oriented approach.

Ali's cannabis and hemp practice includes guiding clients through the purchase and sale of licenses and other strategic transactions, including funding; preparing licensing and managed services agreements; interpreting laws and regulations across multiple jurisdictions; representing clients before state agencies; engaging with regulators; and drafting and negotiating a wide range of commercial contracts. Ali is a trusted partner to her cannabis and hemp clients seeking to launch, scale, and sustain compliant operations in a dynamic legal environment.

In her labor and employment practice, Ali works with clients in a variety of industries, drawing on her broad legal experience and deep understanding of the intersection between law, policy and business. She is a trusted advisor to entrepreneurs, executives and in-house legal teams seeking to innovate while managing risk. Clients turn to Ali not only for her deep legal knowledge but also for her ability to serve as a strategic partner. She helps organizations proactively manage risk, foster compliant and inclusive workplaces and navigate complex employment issues with confidence. Her counsel is grounded in a thorough understanding of both the letter of the law and the practical needs of modern businesses. Ali also brings significant experience working with startups and tech companies across various industries. Her tenure at Groupon, starting shortly after its public listing, provided her with invaluable insights into the legal and operational needs of high-growth tech companies. This experience, combined with her comprehensive legal background, enables Ali to effectively assist clients both within and outside the cannabis industry.

Prior to joining Benesch Ali ran "Dynamic Jack," a licensed cannabis cultivation and manufacturing company in New Mexico and later founded "Dynamic Jane" to develop hemp-infused beverages as a brand owner. Before these ventures, Ali served as General Counsel to a multi-state cannabis operator based in Chicago and founded CannaMatch, a company with the mission of connecting new Illinois social equity cannabis licensees to trusted service providers.

Credentials

EDUCATION

- Loyola University Chicago School of Law, 2000, J.D.
 - *Loyola University Chicago Law Review*
 - Legal Writing Tutor
 - Public Interest Law Society
- The Pennsylvania State University, 1997, B.A., Administration of Justice, Spanish

BAR & COURT ADMISSIONS

- Illinois
- U.S. District Court for the Northern District of Illinois
- U.S. Court of Appeals for the Seventh Circuit
- U.S. District Court for the Eastern District of Michigan

Memberships

- Volunteer: Last Prisoner Project, Meals on Wheels, 2020 Wisconsin Poll Observer, Progressive Turnout Project
- Creator: Cannabis General Counsel Forum
- International Women's Forum
- Member: WINC (Women in National Cannabis)

Awards & Recognition

- Listed, Top 200 Global Cannabis Lawyer – Cannabis Law Report & Cannabis Law Journal, 2025
- Listed, 2023 Notable Leaders in Cannabis, Green Market Report
- Listed, Who's Who in Cannabis 2023, Albuquerque Business First

News & Insights

- [Medical First, Recreational Later? DOJ's Cannabis Order and the Stakes Ahead](#)
April 27, 2026 | Client Alerts & Insights
- [Cannabis Business Times Quotes Alissa "Ali" Jubelirer in Article Examining Marijuana Rescheduling Likelihood](#)
February 5, 2026 | Media Mentions
- [Benesch Of Counsel Alissa "Ali" Jubelirer Analyzes Federal Agriculture Bill's Threat to the U.S. Hemp Industry in Law360](#)
January 27, 2026 | Contributed Content & Presentations
- [Executive Order: A Game-Changer for Cannabis and Hemp](#)
December 22, 2025 | Client Alerts & Insights
- [Law.com Highlights Insights from Of Counsel Ali Jubelirer on New Hemp-Derived Product Restrictions](#)
November 21, 2025 | Media Mentions
- [Law360 Quotes Benesch Of Counsel Ali Jubelirer on Shifting Federal Hemp Policy](#)
November 14, 2025 | Media Mentions
- [Unintended Consequences of a Federal Hemp Ban](#)
November 13, 2025 | Client Alerts & Insights
- [Benesch's Cannabis Industry Quarterly Update: Q3 2025](#)
September 22, 2025 | Newsletters

- [Benesch Attorneys Bryna Dahlin and Alissa Jubelirer Recognized Among Global Top 200 Cannabis Lawyers](#)
September 2, 2025 | Press Releases
- [Ali Jubelirer Quoted in PR Newswire on Launch of THC-Infused Beverage Line](#)
August 1, 2025 | Media Mentions

Speaking & Events

PAST EVENTS

- [Hemp Beverages and Consumer Market Panel | Alissa L. Jubelirer](#)
May 28, 2026 | Speaking Engagement
- [Navigating the Entrepreneurial Journey: Insights from Founders & Experts | Alissa Jubelirer](#)
May 21, 2026 | Speaking Engagement
- [Unpacking Schedule III | Alissa L. Jubelirer](#)
January 22, 2026 | Speaking Engagement
- [FundCanna Panel | Alissa L. Jubelirer](#)
December 2, 2025 - December 5, 2025 | Speaking Engagement
- [Cannabis, Hazmat, Pharma: Handling High-Value, High-Risk, High-Regulated Commodities | Jonathan R. Todd, Megan K. MacCallum, Vanessa I. Gomez and Alissa "Ali" Jubelirer](#)
November 9, 2025 | Speaking Engagement