County Council of Howard County, Maryland

2026 Legislative Session Legislative day # 12

RESOLUTION NO. 173 - 2026

Introduced by: Chairperson at the request of the County Executive

Short Title: Appointment– Rachael MacMurray - Adult-Use Cannabis Advisory Panel

Title: A RESOLUTION confirming the appointment of Rachael MacMurray to the Adult-Use Cannabis Advisory Panel.

Introduced and read first time on Oct 5, 2026.

By order Michelle Harrod
Michelle Harrod, Administrator to the County Council

Read for a second time and a public hearing held on Oct 19, 2026.

By order Michelle Harrod
Michelle Harrod, Administrator to the County Council

This Resolution was read the third time and was Adopted ✓, Adopted with amendments ___, Failed ___, Withdrawn ___ by the County Council on Oct 30, 2026.

Certified by Michelle Harrod
Michelle Harrod, Administrator to the County Council

NOTE: [[text in brackets]] indicates deletions from existing language; TEXT IN SMALL CAPITALS indicates additions to existing language. ~~Strike-out~~ indicates material deleted by amendment; Underlining indicates material added by amendment.

WHEREAS, Section 404 of the Howard County Charter and Section 6.300 of the Howard County Code provide for the County Executive to appoint and for the County Council to confirm nominees to Howard County Boards and Commissions created by law; and

WHEREAS, Sections 6.350 and Subtitle 24 of Title 12 of the Howard County Code provide for an Adult-Use Cannabis Advisory Panel in Howard County; and

WHEREAS, the County Executive has proposed the appointment of Rachael MacMurray as a member of the Adult-Use Cannabis Advisory Panel; and

WHEREAS, the County Council ratifies the County Executive's special trust and confidence in the abilities of the nominee.

NOW, THEREFORE, BE IT RESOLVED by the County Council of Howard County, Maryland this 30 day of October, 2026 that the following person is appointed as a member of the Adult-Use Cannabis Advisory Panel to serve from the passage of this Resolution to October 30, 2029 or until a successor is appointed and confirmed:

Rachael MacMurray
Ellicott City, Maryland

Rachael MacMurray

[redacted]

Professional Summary

Strategic marketing professional with 10+ years of experience in campaign execution, creative operations, and cross-functional team leadership. Proven expertise in managing complex marketing programs across retail, wholesale, and digital channels while ensuring regulatory compliance. Demonstrated success in implementing data-driven marketing strategies, martech stacks, optimizing workflows, and delivering exceptional results within regulated industries.

Work Experience

Marketing Director
Tillstar - DBA Sunburst Pharm
- Spearheaded a white-label partnership in Q1, resulting in a top 3 performing in-house brand in the flower category
- Planned & the 7th Anniversary Celebration community event Jan 26' that resulted in the highest Gross Sales in Sunburst history
- Launched new streamlined website and e-commerce menu Jan 26'
- Coordinated the High Vibes Music Festival in partnership with local businesses and brands
- Awarded the ***2026 Best Cannabis Dispensary on the Eastern Shore*** by What's Up Media? April 26'

Marketing Manager
Tillstar - DBA Sunburst Pharm
Oct 2024- Dec 2025

- Spearheaded complete brand identity overhaul, developing comprehensive Brand Guidelines that unified visual identity, voice, and positioning across all customer touchpoints.
- Orchestrated ShoreFest 2025, a premier cannabis industry event with 400+ attendees, 18+ cannabis brands, entertainment programming, and compliance requirements
- Implemented streamlined project management systems to optimize resource allocation and timeline tracking across marketing initiatives, improving team efficiency.
- Manage Owned and Operated channels, including but not limited to SMS, Email/CRM, Website, Social Media, App & Push notifications, and e-commerce merchandising.
- Manage direct report, Marketing Coordinator, and lead weekly cross-functional meetings.
- Strategically manage and allocate $250K+ annual marketing budget across multiple channels, optimizing spend to maximize ROI and brand reach.

Medical Leave of Absence
7/2023 – 5/2024

Brand Marketing Manager, Retail
Holistic Industries
Nov 2021 - July 2022

- Marketing management for 18 Liberty Cannabis Retail locations across 5 markets. Including a comprehensive content calendar and pipeline.
- Developed and deployed weekly SMS, email campaigns, and mobile app communications.
- Developed and managed national retail collateral and ensured legal compliance across all markets.
- Collaborated with Retail, Brand, Legal, and Operations teams for successful product launches.
- Strategized and developed multi-state go-to-market plans.

Marketing Manager
CULTA
March 2021 - Oct 2021

- Management of social media, branded website, CRM, and eCommerce platforms, ensuring seamless integration.
- Managed event scheduling and marketing support for wholesale partners.
- Developed go-to-market plans and executed large-scale events, enhancing brand visibility.
- Lead content production needs

Direct to Consumer Operations Manager
McCormick & Co.
May 2019 - March 2021

- Led multifunctional teams and agency partnerships to integrate commerce capabilities across brand websites.
- Managed eCommerce platform (Shopify/Magento) and 3P fulfillment agency.
- Utilized data to continuously improve product experiences, assortment, and fulfillment, driving a 729% YOY revenue increase in FY2020.
- Developed product innovation for DTC offerings including subscription box, customizable products and holiday assortments.
- Managed product development pipeline and marketing roadmap for events and experiences, supporting commercial and brand campaigns.
- Build, strategize, and optimize the Go-to-Market (GTM) process
- Track and measure campaign performance.
- Lead photography needs for DTC products/recipes at in-house studio.
- Lead extensive KPI reporting to Executive Leadership

E-commerce Content Specialist
McCormick & Co.
March 2018 - May 2019

- Optimized digital shelf for Amazon, Walmart.com, Albertson's and DTC websites, enhancing customer experience.
- Managed product data, content syndication, and cross-functional collaboration with marketing, IT, and stakeholders.
- Developed digital product assortment, production, and content management strategies.
- Managed content briefs for asset production.
- Salsify (PIM) Product Administrator for eCommerce team.
- Product Administrator for Widen (Global DAM)

Territory Manager
RJ Reynolds
June 2011 - April 2016

- Managed brand portfolio in 85+ retail outlets with $20.2M annual sales.
- Implemented local and national brand initiatives, launching new products successfully.
- Developed a local strategy and business plan for meeting individualized territory objectives, including identifying, analyzing, prioritizing, and targeting existing and potential retail outlets within territory for sales opportunities.
- Developed and maintained business relationships with local chains and distributors to increase sales and promote Reynolds brands through personal correspondence and influence, retail visits and presentations.

Education

B.A., Marketing Management
The University of Memphis, Memphis, TN
Graduated 2009

Certifications

- Agile project management (Certified Scrum Product Owner, CSPO)