Shoran Williams joined the executive team at Fluresh as the General Counsel and Chief Regulatory Officer in early 2022. Ms. Williams is familiar with the ins and outs of State legalization laws as well as the progress of federal legalization. She has counseled Michigan entities on the licensing process, THC testing procedures, inspections, disposal of plants carrying >0.3% TNS and record keeping.

Ms. Williams has assisted business owners with issues related to being in the cannabis and hemp industry or wanting to do business with growers and suppliers in this industry. Some of those legal issues include: compliance, trade secrets, finance, interstate transportation, dispute resolution, and acquisitions.

Ms. Williams is an advocate for sustainable change regarding diversity and believes that requires an unwavering commitment to frank and honest discussions, along with a collaborative mindset, involving the right parties and effectively engaging with them on issues.

Engrained within the vision of Fluresh is a commitment of bringing equity, sustainability, and fairness to every aspect of the organization and communities with which it connects. Ms. Williams uses her role within Fluresh, a passion for sustainable reform, and legal expertise to help shape an emerging industry to drive change for those that have suffered from prejudice and bias due to the criminalization of cannabis.

Ms. Williams serves on the Boards of the International Cannabis Bar Association, Michigan Cannabis Industry Association, Mercantile Bank and Cherry Health. She is a member of the American Bar Association as well as the State Bar of Michigan and the Grand Rapids Bar Association. She is licensed in the state of Georgia and practiced in Atlanta for several years. She continues to be a member of the Georgia State Bar and is a past member of the Georgia Trial Lawyers Association and the Georgia Association of Black Women Attorneys. Ms. Williams was an adjunct professor at Florida Coastal School of Law for several years. She created and taught the Personal Injury Law course in addition to Pre-Trial Litigation and Contract courses.

Ms. Williams’ career spans over 29 years of legal experience in a variety of practice areas. However, her journey into the cannabis industry was one of passion. Opening her own firm, Reid Williams LLC, in 2013, Ms. Williams committed herself to being a force for change in the cannabis industry. After years of running her own practice, Ms. Williams joined the team at Miller Johnson as Senior Counsel and Chair for their cannabis practice group and left for Fluresh in late 2021.

Outside of the cannabis industry, Ms. Williams has an extensive background in jury trials. Ms. Williams has tried over 70 jury trials on her own in Georgia, a 12-person jury trial state. Ms. Williams also authored “Waking the Sleeping Demon,” a riveting true account of the Fulton Courthouse Shooting of 2006. “Waking the Sleeping Demon” was the required freshman reading at Tiffin University, earning her the opportunity to speak at Tiffin’s convocation, as well as to be interviewed and featured on MSNBC.