



Meet Tyler Butler, Associate Vice President, Corporate Social Impact

July 6, 2022



Tyler Butler, photo by Sydney Sherman

By WM Communications Team

Tyler Butler, Associate Vice President, Corporate Social Impact, joined Weedmaps' [Public Affairs](#) team in November of 2021. She heads all of Weedmaps' social impact efforts globally and drives the strategies behind the company's corporate social impact (CSI) initiatives internally and externally. This includes work in areas such as sustainability, social equity, employee programs, and more.

Additionally, the social impact team is responsible for cultivating relationships with Weedmaps' community partners, including AmVets.

Prior to joining Weedmaps, Tyler created, launched, and led global programs for companies such as Microsoft, GoDaddy, Lyft and Aventiv. Her expertise in CSI has provided her with a chance to aid countless causes, while elevating the work done by companies to positively impact communities.

Here, we chat with Tyler about her background, and what brought her to Weedmaps.

- **Q: How did you get started in the CSI space?**

As a young professional I was working at a nonprofit. Through that job, I recognized that roles were being created by companies to manage their “community relations” presence. At the time, a lot of companies were focused heavily on volunteerism and community grants. Over the past fifteen years, however, the corporate social responsibility space has evolved and become much more complex.

I found my purpose -- combining social good with the ability to deploy corporate resources -- as solutions for humanity. I dedicate myself to moving my career in that direction. Returning to school to gain further education and leveraging my network to land a gig at Microsoft leading corporate social responsibility (CSR) for their retail division overseeing Microsoft Stores.

- **Q: What attracted you to Weedmaps for the next step in your career?**

When considering the next step in my career I had several options. Over the past few years, society has shifted, making topics like public health, social equity and responsible business a priority. With this change, my role has gone from a nice

to have at companies to a need to have.

I chose Weedmaps specifically because I felt I could make a real difference. I felt the company ethos lent itself to powerful corporate citizenship work. Also, I recognized that the timing of the Cannabis industry in correlation with important topics such as access and social justice provided the potential to create something magical at Weedmaps.

- **Q: If you had to pick one highlight from your career in CSI, would it be?**

Gosh, that's hard. I've worked in this niche for so long. I guess I would say it would be from my time leading CSR for the world's largest domain registrar. During my tenure, I launched a global giving program. Working with Kiva, an international NGO that aids the smallest of entrepreneurs throughout the world, we allocated a portion of our charity budget towards an innovative program. Collaboratively, Kiva and I created a program that empowered each employee to utilize company funds to support an entrepreneur of their choosing.

Using a dedicated portal, we provided each team member with access to pursue and select from thousands of microbusinesses to support. Some employees chose to support an entrepreneur on their own. Others gathered as teams. And a few employee resource groups (ERGs) joined forces to support specific types of businesses. We incentivized the program by giving each participant a t-shirt. We furthered this by placing a flag at each employee's workstation, providing a clear showcase of who had participated.

The campaign ended with nearly 90% participation companywide, no small feat considering the company had over five thousand employees at that time. Since then, Kiva has continued sharing this campaign with other companies, and it has enabled the nonprofit to scale their mission and help many more globally. I consider this my career highlight thus far not only because of the participation we were able to garnish, but also because the program has continued and been repurposed to activate countless other companies, helping communities globally.

- **Q: What do you see as the greatest challenge for CSI efforts in the cannabis industry?**

Cannabis is in an interesting position where corporate responsibility is concerned. There are so many nuances that must be considered and a wide variety of experiences and perspectives. I'm finding the conversation surrounding social equity to be a tough one to navigate. Particularly in relation to how we at Weedmaps define our giving criteria along with how this aligns to traditional sentiments surrounding social equity. And furthermore how this involves small businesses and marginalized communities. I believe this topic along with the wide variety of groups it impacts will be my greatest challenge.

[Click here](#) to learn more about the Weedmaps Public Affairs and Policy team.