

Sept. 23, 2015

Media Contact: Gretchen Gailey  
(202) 489-3821 | [ggailey@frontierfinancials.com](mailto:ggailey@frontierfinancials.com)

## **New Frontier Strategically Positions Itself in Medical & Financial Data with New Advisors**

*Washington* – **New Frontier, the leading Big Data provider in the cannabis industry, is making strides to cover all aspects of data in the cannabis industry by bringing on two new advisors with unparalleled experience in the medical and financial fields. Mara Gordon, Cannabis Alchemist and Chief Process Engineer for Aunt Zelda’s Inc., and Kristin Fox, Editor in Chief of Marijuana Investment News, are the latest additions to New Frontier’s Advisory Board.**

“Both of these women are amazing pioneers in their fields and we are honored to have them working so closely with New Frontier. Mara has built a substantial medical marijuana database unrivaled in the cannabis sector and is making leaps and bounds in research. Kristin is a serial entrepreneur with 25 years of experience in the editorial and hedge fund industries. These women will bring great strategic value to New Frontier with the upcoming products and services we are developing,” said New Frontier CEO and Founder, Giadha DeCarcer.

Mara Gordon is a Cannabis Alchemist and Chief Process Engineer at Aunt Zelda’s, a not for profit collective dedicated to helping patients use high-quality cannabis extracts for chronic diseases. Gordon has been involved in all aspects of the business and now specializes in developing customized treatment plans for patients.

“I am thrilled to be working with New Frontier. At Aunt Zelda’s we have compiled one of the most comprehensive databases of patients who have been treated with cannabis. We believe that our data coupled with New Frontier’s technology and analytics will provide deep insights into treatments and results produced by medical marijuana,” said Gordon.

Kristin Fox is the Editor in Chief for MJIN, the Marijuana Investment News. She was one of the founding board members of 100 Women in Hedge Funds in Manhattan, and has since built several successful profit and non-profit businesses.

“New Frontier is breaking ground with their reports and analysis of Big Data in the cannabis industry. Working alongside New Frontier’s analysts to help further focus their report product line and help refine their investor-centric interactive tools is going to be a great new challenge,” said Fox.

The New Frontier Advisor Board already includes: Jeff Hoffman of Priceline, David Friedman of Panther Capital, Dr. Joseph Romm former Assistant Secretary for the Department of Energy, Atul Sood of Oventio, Douglas Brown of Netsuite Inc. Corey Barnette of District Growers Cultivation Center, and Zachary Shields of Nischan Pictures.



“Every day at New Frontier we look at how to build cutting edge solutions for the cannabis industry. Mara and Kristin are fearless women ahead of their time whose years of experience and passion will go a long way to moving those solutions forward,” said DeCarcner.

**About New Frontier Financials:**

New Frontier Financials is the first company to provide objective, sophisticated and comprehensive analytics and reporting for the nascent and underserved cannabis industry. New Frontier, the premiere Big Data shop in the sector, looks beyond the plant cultivation and distribution, to raise the industry bar and provide visibility into what will inevitably soon be a mature and more complex industry. New Frontier Financials is headquartered in Washington, D.C. For more information or media inquiries, please visit [www.frontierfinancials.com](http://www.frontierfinancials.com) or contact Gretchen Gailey at 202-489-3821 or [ggailey@frontierfinancials.com](mailto:ggailey@frontierfinancials.com).

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