

Ayanna Henderson Launches Higher Ground, a Business, Marketing, and Technology Platform Built for the Cannabis Economy

New Ayanna Henderson Marketing division helps cannabis entrepreneurs strengthen their businesses through strategy, branding, marketing, technology, AI, and founder readiness.

LOS ANGELES, CA — October 1, 2026 — Entrepreneur, marketing strategist, producer, and educator Ayanna Henderson, MBA, has announced the launch of Higher Ground, a business, marketing, and technology platform created to help entrepreneurs build stronger, more professional, and more sustainable businesses within the evolving cannabis economy.

Operating under the promise “Build Higher,” Higher Ground is a division of Ayanna Henderson Marketing (AHM) and brings together business strategy, brand development, digital marketing, content, technology, and artificial intelligence to address a critical challenge within the industry: helping promising businesses become truly business-ready.

Higher Ground is intentionally non-plant-touching. Rather than selling, cultivating, or distributing cannabis products, the company focuses on the infrastructure surrounding the industry — helping founders strengthen how their businesses are positioned, presented, marketed, and operated.

“The opportunity I saw wasn’t simply cannabis — it was readiness. There are talented entrepreneurs with great products, important ideas, and powerful stories who still need the business infrastructure that allows those ideas to compete. Higher Ground was created to help close that gap.”

— Ayanna Henderson, Founder, Higher Ground & Ayanna Henderson Marketing

Building the Business Behind the Brand

Higher Ground works at the intersection of business, creative, and technology, helping entrepreneurs examine the complete ecosystem behind their companies. Services and areas of support include:

- Business and opportunity strategy
- Brand positioning and identity
- Website and digital presence
- Marketing strategy and campaigns
- Content strategy and production
- Customer journey development
- AI tools and workflow integration

- Operational systems and processes
- Go-to-market preparation
- Pitch and presentation development
- Founder and capital readiness
- Regulatory-awareness resources for marketing and business planning

Introducing the Higher Ground Launch Lab

At the center of the Higher Ground ecosystem is the Higher Ground Launch Lab, an eight-week business-building experience designed to move entrepreneurs from opportunity to execution.

Opportunity → Business Model → Brand → Customer Path → Operating Rhythm → Tools & AI Stack → Go-to-Market → Capital Readiness

“Having a logo isn’t the same as having a brand, and having a product isn’t the same as having a business. We want entrepreneurs to leave Higher Ground with stronger systems, stronger positioning, and a clearer understanding of how all of those pieces connect.”

— Ayanna Henderson

Technology and AI as Business Infrastructure

Artificial intelligence is integrated into the Higher Ground model. Through Henderson’s broader work in AI-powered marketing, creative production, and business development, Higher Ground helps entrepreneurs identify practical ways to use emerging technology for research, content development, workflow automation, marketing, customer engagement, and internal operations.

The goal is not technology for technology’s sake — it is to give smaller businesses access to tools and systems that can help them operate with greater sophistication and efficiency. Higher Ground is also developing technology-based resources designed specifically for the cannabis business ecosystem, including centralized regulatory-awareness tools intended to help entrepreneurs more efficiently identify official federal, state, and local resources relevant to their businesses.

Built from Decades of Marketing and Business Experience

Higher Ground builds upon Henderson’s career spanning entertainment, marketing, production, education, and entrepreneurship. Through Ayanna Henderson Marketing, Henderson has worked across entertainment, beauty, education, sports, nonprofit, and consumer brands, with experience connected to organizations and projects including Steve Harvey Global, Sony Pictures Entertainment, Capitol Records, SAG-AFTRA, Mattel, Paramount, UCLA, e.l.f. Beauty’s Keys Soulcare, the People’s Choice Awards, and others.

Henderson also brings the perspective of an educator to Higher Ground, having taught business, digital marketing, social media marketing, and creative disciplines at the college level. That combination helped shape the Higher Ground philosophy: entrepreneurs don’t simply need information. They need the ability to turn information into execution.

“Entrepreneurs in this space shouldn’t have to lower their expectations because the industry is difficult. They should have access to the same caliber of strategy, creative thinking, technology, and business infrastructure available in every other major industry. That is what Build Higher

means.”

— Ayanna Henderson

Higher Ground does not provide legal advice, regulatory compliance services, investment advice, or funding guarantees. Entrepreneurs are encouraged to consult qualified legal, financial, and regulatory professionals regarding their individual businesses.

ABOUT HIGHER GROUND

Higher Ground is a business, marketing, and technology platform serving entrepreneurs and organizations within the cannabis economy. A division of Ayanna Henderson Marketing, Higher Ground provides strategy, branding, marketing, technology, AI integration, business development resources, and founder-readiness programs designed to help entrepreneurs build stronger businesses.

highergroundhq.com

@higherground360

ABOUT AYANNA HENDERSON MARKETING

Ayanna Henderson Marketing is a strategy, creative, production, and technology company helping brands, businesses, talent, and organizations transform ideas into measurable, market-ready experiences. Services span strategy, branding, digital marketing, content, social media, full-service video production, AI-powered workflows, campaign development, and emerging business ventures.

ayannahendersonmarketing.com

MEDIA CONTACT

Ayanna Henderson Marketing / Higher Ground

Los Angeles, California

Contact for press: <https://ayannahendersonmarketing.com/contact>

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