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# World Analytical Chemistry & Mass Spectrometry & World HPLC, Separation Techniques & Pharmacovigilance

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## Rob O'Brien

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### Overcoming challenges in the analysis of *Cannabis* and derived products

The imminent legal *Cannabis* Sector is projected to be worth 6 to 20 billion dollars in Canada alone. The highly regulated nature of this sector demands rigorous quality control measures that require advanced analytical mass spectrometry and other techniques to ensure product safety. The nature of the *Cannabis* plant and its current status as an illegal and controlled narcotic in many countries, add a level of complexity to the development of analytical protocols. This talk will highlight some of the challenges facing this sector and some of the approaches to overcome these. Specifically, issues with potency testing, quantifying medicinal dose delivery, pesticide testing, development of Certified Reference Materials and the importance of ISO 17025 accreditation and international standard development will all be discussed.

### Biography

Rob O'Brien, Ph.D., President and Chief Technology Officer, was a professor in Analytical Chemistry for over 13 years and has more than 25 years of experience in analytical chemistry. An expert in analytical instrumentation, he has set up a number of advanced analytical laboratories and has held an executive position in a number of commercial enterprises. Rob O'Brien possesses a track record of successful commercialization of intellectual property developed from academic research. During his academic career, Rob O'Brien secured over 3 million dollars in research grants and has developed an extensive network of research collaborators.

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