

Jerome Crawford is an attorney and business executive who serves as General Counsel for vertically integrated cannabis enterprise Pleasantrees and as Of Counsel with Detroit Legal Group. A resolution-driven and results-oriented advisor, his practice spans complex litigation, corporate governance, and regulatory compliance, with experience in both courtroom advocacy and strategic business advising. Simply put, he is a “Solutions Lawyer” — whether navigating opportunity or adversity, his focus is always on delivering practical, effective outcomes for his clients.

As General Counsel of Pleasantrees, Jerome leads enterprise-wide legal strategy and advises business leaders at the intersection of law, operations, risk, and growth. A Detroit native, his perspective is shaped by experience in private practice and in-house leadership roles, as well as a commitment to developing the next generation of lawyers. He serves as an adjunct professor at Wayne State University Law School and frequently speaks on leadership, professional development, and communication strategies for attorneys and business professionals.

Beyond the law, Jerome is an accomplished performer with more than two decades of experience in acting and public speaking—an edge that informs his dynamic and engaging presentation style. Drawing from his experiences as a litigator, executive, educator, and performer, Jerome brings a distinctive perspective to conversations at the intersection of law, business, leadership, and culture.