

Gil Luxembourg

Medical cannabis educator
Founder, WIZDOM Circles

Ministry of Health licensed **Medical Cannabis Instructor**, Israel, and among the first to hold the licence. Co-founder of the **Israel Medical Cannabis Association**, 2005.



High-resolution version available on request. Free to use for editorial coverage.

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PLEASE READ BEFORE WRITING ABOUT HIM

Gil is a patient and an educator, not a physician. He does not diagnose, prescribe, or make treatment claims. Introduce him as a medical cannabis educator, instructor, or patient advocate. Not as a doctor.

On claims. In his teaching, cannabis treats nothing. Patients report outcomes. He will not endorse copy that says otherwise, and he would rather be introduced modestly than inaccurately.

On the patent. US 11,346,051 B2 covers aromatized rolling papers infused with terpenes and cannabinoids. It is not a patent on the coaching methodology, and the two should never be described as the same thing.

Biography

THREE LENGTHS. USE WHICHEVER FITS. NO APPROVAL NEEDED.

SHORT

50 WORDS

Gil Luxenbourg is a medical cannabis educator and one of Israel's earliest licensed patients. He co-founded the Israel Medical Cannabis Association in 2005, addressed the Czech Parliament's Health Committee in 2012, and holds a Ministry of Health licence as a Medical Cannabis Instructor. He now trains cannabis coaches internationally through WIZDOM Circles.

MEDIUM

200 WORDS

Gil Luxenbourg has spent two decades on both sides of medical cannabis: as one of Israel's earliest licensed patients, and as the person now teaching the professionals around them.

He co-founded the Israel Medical Cannabis Association in 2005 and later served as its chief executive and acting chair, appearing before Knesset committees between 2012 and 2017. In 2012 he addressed the Health Committee of the Czech Parliament, travelling as what Israeli press reported to be the first licence holder permitted to carry medical cannabis abroad. He holds a Ministry of Health licence as a Medical Cannabis Instructor and was among the first in Israel to receive one.

Today he runs the WIZDOM Cannabis Coaching Masterclass, a twelve-week programme of 24 live sessions training coaches to work in the space between patients, caregivers and prescribing physicians. His book, *From the Plant to the Person*, was reviewed for scientific accuracy by Professor Lumir Hanus, the chemist who first isolated anandamide.

He is a patient and an educator, not a physician. He makes no treatment claims, and the distinction matters to him: in his teaching, cannabis treats nothing. Patients report outcomes, and the job of the people around them is to listen properly.

LONG

500 WORDS

Gil Luxenbourg has spent two decades on both sides of medical cannabis. He was one of Israel's earliest licensed patients, and he is now the person teaching the professionals who stand around patients like him.

He came to the subject as a patient first, which shaped everything after it. In 2005 he co-founded the Israel Medical Cannabis Association, and went on to serve as its chief executive and acting chair through 2016. He appeared before Knesset committees in 2012, 2015 and 2017, and worked as a senior advisor to the medical cannabis lobby in the Knesset from 2016 to 2017. In 2012 he addressed the Health Committee of the Parliament of the Czech Republic, travelling as what Israeli press reported to be the first licence holder permitted to carry medical cannabis across a border. Czech public television covered the visit. He has advised on regulatory frameworks in both countries. He holds a Ministry of Health licence as a Medical Cannabis Instructor and was among the first in Israel to receive one.

His current work started from a gap he kept running into. Patients and prescribing physicians talk past each other, and there is rarely anyone standing between them who understands both sides well enough to translate. The WIZDOM Cannabis Coaching Masterclass exists to train the people who do that: twelve weeks, 24 live sessions, participants in Norway, the European Union, Israel and North America. The curriculum is built around evidence grading and the discipline of not overclaiming, which he considers the harder half of the job.

He is the author of *From the Plant to the Person*, the first volume of the WIZDOM series, an evidence-graded map of the plant, the body, and the first safe decision a patient has to make. The book was reviewed for scientific accuracy by Professor Lumir Hanus, the chemist who first isolated anandamide.

He is also chief technology officer of IIW Entourage Delivery Systems Ltd, working on terpene delivery technology, and a co-inventor on US patent 11,346,051 B2, granted in 2022, covering aromatized paper products infused with terpenes and cannabinoids. He holds a BSc in Industrial Engineering and a BA in Management from Shenkar College of Engineering and Design.

He is a patient and an educator, not a physician, and he does not make treatment claims. He is direct about why. In his teaching, cannabis treats nothing. Patients report outcomes, and confusing those two things is how the field loses credibility it cannot afford to lose. He is more interested in why people abandon a protocol in the first month than in what a compound can theoretically do, because retention is the problem nobody writes papers about.

He works from Tel Aviv and is comfortable in long-form interview, panel and lecture formats, in English and Hebrew.

Topics, credentials and booking

WHAT HE IS GOOD ON, AND WHAT HE HAS ACTUALLY DONE

SPEAKING TOPICS

The coach as translation layer.

Why patients and prescribers keep talking past each other, and who is supposed to stand in the gap.

Start low, go slow, and why people quit anyway.

Retention rather than efficacy: what actually makes patients abandon a protocol in the first month.

Reading a label honestly.

Terpenes, the entourage question, and the difference between what a product claims and what is established.

Twenty years of policy, from the inside.

Founding a patient association, testifying to parliaments, and what changes when a patient is in the room.

Building an education programme regulators will accept.

Curriculum design, evidence grading, and the discipline of not overclaiming.

SELECTED MEDIA AND SPEAKING

Let's Be Blunt with Montel	Podcast with Montel Williams. July 2026.
Reefer MEDness	Interview. 2026.
Czech Parliament	Invited address, Health Committee. 2012. Covered by CT24, Czech public television.
Knesset, Israel	Committee appearances as association chief executive and acting chair. 2012, 2015, 2017.
Bulgaria	Featured speaker, national press coverage. June 2014.
From Cali to Kush	Podcast, Hebrew. November 2020.
Down the Road Show	Podcast. 2021.

CREDENTIALS AND BACKGROUND

Licence	Ministry of Health licensed Medical Cannabis Instructor, Israel. Among the first to hold it.
Association	Co-founder, Israel Medical Cannabis Association, 2005. Later chief executive and acting chair, through 2016.
Policy	Senior advisor, medical cannabis lobby, Knesset, 2016 to 2017. Advised on regulatory frameworks in Israel and the Czech Republic.
Current	Founder and lead instructor, WIZDOM Circles. Chief technology officer, IIW Entourage Delivery Systems Ltd.
Author	From the Plant to the Person, Volume One. Scientific review by Professor Lumir Hanus.
Patent	US 11,346,051 B2, aromatized and flavored paper products. Filed 2019, granted 2022.
Education	BSc Industrial Engineering, BA Management, Shenkar College of Engineering and Design.
Languages	Hebrew, native. English, professional.

FOR BOOKERS

Based in Tel Aviv, UTC+3. Available remotely and for travel. Comfortable in long-form interview, panel and lecture formats, in English and Hebrew. A suggested question sheet is available on request, including the questions he most wants to be asked and the two or three that make for a bad segment.

Booking: gil@gilluxenbourg.com

ONE REQUEST

If your show notes describe him, please use one of the three bios above rather than writing a new one. It is not about control. Cannabis copy drifts toward overclaiming almost by gravity, and a bio that says he treats people creates a problem for him that is genuinely hard to undo.