



Tiffany Yarde is the CEO of SHOKi™, a NYS corporation operating a premium beverage and lifestyle brand of spirit-free cocktail mixers powered by cannabis in the state of California.

She is also the owner of Motovino, a wine education platform that was created based on a decade of experience designing operations strategies and marketing principles for global companies in the legal sector. Her workshops teach participants a language that helps them take control of any conversation and impress the influencers that matter to them most. That language is the *art of understanding wine*. Through these workshops, Tiffany pairs professional development and DEI skills with awesome and engaging fun wine programs. Her latest venture, SHOKi, produces award-winning non-alcoholic and cannabis-infused mixers that celebrate the Afro-Caribbean diaspora and pays homage to international culture-based recipes and ingredients from around the world.

Tiffany, as an experienced entrepreneur, and cannabis beverage manufacturer who understands that relationships are the network for life. She has 15 years' experience in branding, communications, business development, and human resources for international companies and two years' experience in the regulated California cannabis market. Tiffany has used her skills to drive volumes of successful initiatives. She has launched new offices in overseas markets and has driven social media strategies for over 100 partners of international law firms. She also managed growth initiatives, product launches, staff development and sales training, diversity and inclusion efforts, recruitment programs, job design, and firm-wide brand strategy for several law firms, startups, and service professionals. Tiffany has designed and trained teams to execute marketing strategies that have led to exponential revenue growth for companies in the areas of litigation and transactional services. She focuses her energies on transferring these skills to the nascent cannabis industry and works to educate future cannabis entrepreneurs on what success can look like based on their interests.

Tiffany is also the author of the professional development book, *How to Wine With Your Boss* and holds an undergraduate degree in Accounting and Business with program honors in Economics from Fordham University, a master of science degree in Human Resources Management and a certification in communications both from New York University. She is a member of the Society of Wine Educators and holds a Level 2 w/distinction certification from the Wine, Spirits, and Education Trust (WSET). Tiffany is also a certified food safety manager and terpenes specialist with a level 1 certificate from the Trichome Institute.

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I create products and thought leadership on the topics that matter to me most. My brands were established to bend the lines that divide our global communities and to connect the dots of human experience through wine, spirits, and cannabis.

- Tiffany

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