

Meet our team – Yori Psiche

Head of Caribbean Affairs Strategic Partner Group
- Caribbean Division



- **Bridges Global Markets:** Pioneered cross-regional collaborations linking the Caribbean with Asia and other global markets, creating new pathways for trade, tourism, and investment.
- **Strategic Visionary:** Developed and executed marketing and brand strategies that helped emerging and established companies strengthen identity, visibility, and growth across sectors.
- **Connector of Innovation:** Co-hosted a television program spotlighting entrepreneurship and innovation, inspiring a new generation of Caribbean changemakers.
- **Founder of Téakora:** Established a design and sustainable development enterprise blending modern aesthetics with authentic Caribbean craftsmanship for hospitality and real-estate clients.
- **Creative Brand Architect:** Guided numerous organizations in brand storytelling, positioning, and communication design, ensuring market distinction and long-term resonance.
- **Collaborative Strategist:** Recognized for transforming ideas into high-impact partnerships through a unique blend of creativity, strategy, and human connection.
- **Champion of Sustainability:** Promotes eco-conscious craftsmanship and design as a catalyst for regional growth and cultural preservation.
- **Strategic Partner with SPG:** Engaged in building global partnerships with Strategic Partner Group to open gateways between the Caribbean and the world — fostering sustainable economic and cultural impact.