

Our Team



ZOI WILEY
FOUNDER & CEO

Zoi Wiley is an avid traveler & restaurateur who spent 4 years living in Trinidad. While on the island, Zoi opened a restaurant and immersed herself into the culture of the island. In 2016, upon moving back to New York, she began making and giving away Sorrel to friends and family for its health benefits and delicious taste. During this time she was searching for the perfect space to open a restaurant to be named after her father and make her Sorrel the star drink on the menu. Upon closing on the restaurant in April, 2020, she decided it wouldn't be financially sound to open a restaurant as this was during the height of the COVID-19 pandemic, so she immediately shifted gears and decided to use the funds allocated for the restaurant to open a beverage factory and make her Sorrel the main focus. In August, 2020 Caribbean Hibiscus was registered and by October, 2020 Zoi had located warehouse space and began building out a beverage factory. By March, 2021 Caribbean Hibiscus was fully licensed and ready for business. In less than 2 years Zoi has elevated the business, increased the income and gained celebrity and international customers by offering a delicious, healthy beverage in a beautifully designed bottle.



ROGER MUNOZ
COO

Roger Munoz is a Mechanical Engineer by trade and works as Chief Operating Officer of Caribbean Hibiscus. During his free time, Roger enjoys volunteering with the Fire Department and furthering his gifts and talents in the Engineering trade.

He has used his education in the field to assist with improving factory production and building out an innovative design for the Caribbean Hibiscus automated system that will become an integral part of pushing profits to the next level.

Roger's commitment to the Caribbean Hibiscus brand is evidenced in the forward trajectory the company has experienced over the past 2 years.



DR. TANYA WILEY-BROWN
CMO

Dr. Tanya Wiley-Brown is a nationally recognized legal business strategist and PR expert who represents the nation's top attorneys in the areas of case/trial strategy, jury selection, crisis management and public relations. She has worked as a career transition specialist, legal strategist and consultant specializing in business valuations, business acquisitions, marketing, advertising and related fields. She has owned, managed and ultimately sold one advertising firm, while she currently owns and operates WCP Consulting & Communications, LLC (a business strategy firm that helps its clients work through business development strategies and assists attorneys with case development and trial preparation), WCP Speaker's Bureau, which serves as a marketing and promotions agency for celebrities, authors and speakers, and WB Technology Co., LLC, a technology consulting company.

Dr. Tanya oversees all marketing & public relations for Caribbean Hibiscus.



KWESI SIMMSPARRIS
CFO

After many years of financial services experience within large domestic and international businesses, Kwesi founded Kaspian Group to work closely with physicians, dentists, successful professionals, and privately held business owners to identify and achieve their financial goals.

By leveraging over 20 years of corporate experience in the areas of tax planning, auditing, and investment strategy, Kwesi found that he could not only help clients mitigate risk while creating wealth, but also change their belief systems around money.

Kwesi is also a Master Mentor at Circle of Wealth®, a system founded by MoneyTrax, Inc., which has gained national recognition for its unique financial planning approach. For over 10 years, he has mentored people to change their belief systems and relationship with money, helping them grow, protect and distribute their hard earned assets and a tax efficient matter.



DIANA HARKIN
SALES DIRECTOR

Diana Harkin has been in the restaurant and beverage industry for over 20 years. She has demonstrated her aptitude for being able to close any deal.

She has worked with Caribbean Hibiscus for over a year and under her sales direction business has drastically increased .