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I created 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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Tiffany Yarde is the CEO of SHOKi™, a premium beverage and lifestyle brand of spirit-free cocktail mixers and bar companions powered by cannabis. 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 skills with awesome and engaging fun wine programs.

Tiffany, as an experienced entrepreneur, who understands that marketing is a people and relationship business. For over decade she has worked in various roles that include branding, communications, business development, and human resources. 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.

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 terpenes specialist with a level 1 certificate from the Trichome Institute.