

# IICA-COLEAD Caribbean Agrifood Business Series

Session n°18: E-commerce and digital marketing for agrifood products

Tuesday 1 July 2025 - 14:00-16:00 UTC

### **BIODATA OF SPEAKERS**

### Agyei Archer - Business Lead, AgriConnect, Trinidad and Tobago

Agyei Archer is a multidisciplinary designer and business strategist from Trinidad and Tobago,



currently serving as the Business Lead for AgriConnect, a digital platform developed by Public Good Studio in collaboration with TTIFC, NAMDEVCO, and the UN Capital Development Fund. With a background in graphic design, type design, and programming, Archer has worked with prominent organizations such as Google, RISD, and the Government of Trinidad and Tobago. He co-founded the Caribbean retail app Unqueue and is known for creating tech-driven solutions that foster social and economic inclusion. In his role at AgriConnect, Archer led the design and implementation of an e-

commerce platform that connects certified farmers with commercial buyers, integrating features like real-time market data, secure payments, and financial reporting. Under his leadership, AgriConnect has facilitated hundreds of thousands of dollars in transactions, enhancing profitability for farmers and driving digital transformation in the agriculture sector.

### Isolina Boto - Head of Networks and Alliances, COLEAD

Isolina Boto is the Head of Networks and Alliances at COLEAD, a non-profit association of private



sector operators in the agrifood sector active in the European Union (EU), Africa, the Caribbean and the Pacific (ACP) regions. Isolina has more than 25 years of experience in agricultural development. She started her career with the European Commission and has also worked with various ACP embassies and NGOs in areas related to food security, rural development and trade. Before joining COLEAD, she was the Manager of the Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA) Brussels Office (2004-2020) implementing policy initiatives related to the ACP-EU cooperation in

the field of the agrifood sector. She has led agribusiness projects in support of capacity development of small and medium enterprises (SMEs), entrepreneurs and farmers organisations across Africa, the Caribbean and the Pacific and developed agrotourism aimed at linking agriculture and tourism sectors.



### Allyson Francis - International Trade and Development Specialist, Caribank

Allyson Francis is an experienced International Trade and Development Specialist et the Caribank.



A trained lawyer with a Master of International Law and Economics (Magna Cum Laude) from the World Trade Institute, she has over 14 years of expertise in trade policy, particularly in services. She has played a key role in developing and implementing regional trade initiatives, including the CARIFORUM-EU Economic Partnership Agreement and serving as Lead Negotiator for Services in the CARICOM—Canada trade talks. Her work focuses on strengthening Caribbean service sectors such as creative industries, education, wellness, ICT, and professional services through policy

development, business support, and export readiness programs.

### Allister Reynold Glean – Technical Specialist, International Trade and Regional Integration Programme / Representative in Barbados, IICA

Allister Glean is the Representative of the Inter American Institute for Cooperation on Agriculture



(IICA) in Barbados. He spent the last 5 years as the International Specialist in Agribusiness and Value Chains, stationed with the St. Lucia Delegation. Allister has worked extensively in the agricultural sector for over 20 years with experience working in agricultural research and development, agribusiness development, food and beverage processing as well as development financing for agribusiness. Allister has lectured on a part-time basis at the tertiary level for over 16 years in the areas of marketing, strategic planning and business

ethics. While trained in management and marketing, he also possesses post graduate qualifications in international relations and agribusiness development. He is also a qualified attorney at law. Allister tends to have a particular interest in governance, market development and trade facilitation. Allister has a passion for working with micro, small and medium sized business with emphasis on women, youth and producer groups.

#### Gillian Goddard- Co-Founder, The Alliance of Rural Communities, Trinidad and Tobago

Gillian Goddard is a systems thinker, community organizer, and chocolate maker using food and



agriculture to drive social change, equity, and justice. With over 30 years of experience in indigenous-style gardening and farming, she founded the Alliance of Rural Communities (ARC) in 2014—a systems change nonprofit focused on regenerative farming, rural livelihoods, and the circular economy. ARC operates across the Caribbean, supporting projects in sustainable chocolate production, plastic-free commerce, and community-led conservation. In 2023, she launched ARC Co-Create, a hub for activists and

changemakers. She also founded the Cross Atlantic Chocolate Collective, connecting cocoagrowing communities from Africa, the Caribbean, and North America to reclaim leadership in the artisanal chocolate sector. Goddard's work centers on food, decolonization, and rural empowerment. In 2022, she received the "Soul of Rurality" award from IICA for her contributions to rural development and biodiversity.



### Shelly Heaven - Founder and CEO, Farm Linkr Ltd, Jamaica

Shelly is the founder of FarmLinkr, launched in 2017 to harness agriculture as a driver of economic



growth in Jamaica and beyond. She sees the agro-sector as a "sleeping gold mine" and created FarmLinkr to connect farmers and buyers through technology, ensuring consistent supply, better market access, and mutual benefit. Her mission blends innovation, nutrition, and sustainable food systems to empower farmers and support national development. Before FarmLinkr, Shelly spent 17 years in a successful global corporate and advisory career, including work across the Caribbean, UK, US, Europe, and Asia, and at a Big Four consulting firm. She holds an Executive MBA (Top of Class) from Hult

International Business School, with a focus on disruptive innovation and emerging markets.

### Chavara Roker - CEO, Chiccharney Farms, Bahamas

Mrs. Chavara Roker is a Business Entrepreneur, Licensed Farmer, and Consultant, and the founder



of Chiccharney Farms, based in North Andros, Bahamas. After over a decade in Casino Regulation and Enforcement, Chavara transitioned into agriculture, where she now leads one of the country's most inspiring farm-to-table movements. Through Chiccharney Farms, she connects local farmers, restaurants, and communities to fresh, Bahamian-grown produce. Passionate about women's empowerment, entrepreneurship, and sustainable living, she continues to educate, mentor, and uplift others while building a legacy rooted

in purpose, culture, and growth.

## Jonathan Seecharan – Innovation & Digital Business Officer, Caribbean Export Development Agency

Jonathan is a regional trade and private sector development professional with nearly 10 years of



experience across the Caribbean. He is currently the Innovation & Digital Business Officer at the Caribbean Export Development Agency, leading donor-funded initiatives to drive digital transformation across CARIFORUM. Previously, he served as Technical Officer for Grants & Funding at exportT Limited, where he helped over 150 companies access grants for export-readiness, innovation, and digital upgrades. He has represented Trinidad and Tobago in international trade missions and training programmes, including in China. Jonathan holds a Master's and Bachelor's degree in Economics from The University of the West Indies and is passionate about using innovation

and technology to enhance the global competitiveness of Caribbean businesses.



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