



IT'S TIME TO BRING SASHA IN....

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- A woman with long dark hair is holding a rotary phone receiver to her ear. In the foreground, a vintage rotary phone base sits on a dark wooden surface. The background is a blurred interior with a lamp and books.
- When an established brand is ready for global expansion, but the next territory cannot be responsibly approached as a replica of the last.
- When sustainable demand, localized relationships, or operational in-market representation must be established prior to capital entry.
- When a public-sector priority must be rapidly translated into an investable, commercially credible enterprise opportunity.
- When a private-client ecosystem requires more sophisticated hospitality programming and higher asset value conversion.
- When divergent stakeholder interests must be aligned under a unified governance structure before an initiative can move into live execution.
- When hotels & châteaux seek to enhance how the character of the house is expressed and experienced marketably by international guests.



Services

Markets are Earned, not Entered.

Sasha's Signature Services convenes the right partners around the right market opportunities, moving products, services, and strategic initiatives from first conversation through market entry and execution, domestically and across borders.

The opportunity is understood before the strategy takes form. The business case is built before buy-in is sought. The approach is shaped around the market. And Sasha's support doesn't clock out the moment your objectives are realized.

Every engagement gives you direct access to Sasha, with no layer of intermediaries. Every conversation, decision, and deliverable follows a single line of accountability.

Private Hospitality Advisory

■ Anchors a two-way commercial engine directly within a provider's existing private-client ecosystem.

Private Market Advisory

■ Establishes the commercial foothold and demand generation required to precede successful cross-border market entry.

Public-Private Advisory

■ Aligns public priorities to commercial opportunities before setting agendas or seeking institutional participation.

Packaging siloed capacity into shared destination advantage

Private Hospitality Advisory deepens market penetration across the private-client economy of Provence-Alpes-Côte d’Azur and Monaco by connecting what creates immediate value for clients with how the operators serving them build relevance, strengthen commercial performance, and increase the long-term utility and productivity of land, air, and sea assets. Shaping opportunity where demand, hospitality capability, and asset utility can be connected more intelligently and made more valuable to one another.



The *Rolodex*

Provides considered guidance across the places, relationships, and arrangements that make each destination work as it should for those whose lives move seasonally between residences, yachts, and continents, particularly where conventional channels fall short.



The *Distinction*

Connecting high-throughput hospitality infrastructure with luxury mobility and private estate operators across Provence-Alpes-Côte d'Azur and Monaco to increase the utility, productivity, and commercial performance of land, air, and sea assets.

Developing markets before pursuing transactions

Private Market Advisory develops international commercial opportunity across market development and diversification, determining where existing propositions can credibly travel, where the market requires adaptation or new commercial applications, and what conditions must exist for sustainable expansion beyond the home market. A structured Commercial Development Framework converts that strategy into market positioning, validated demand, viable routes to market, and in-market principal choreography before significant resources are committed.



The *Salon*

A deliberately composed room that places a proposition in the company of select perspectives, allowing natural alignment and commercial possibility to surface.

One principal. One proposition. No pitch.



The *Accord*

A closed, in-residence convening where newly connected stakeholders test alignment, shape terms, and clarify structure before formal commitment.

The work before the signature.



The *Table*

A principal-only convening where counterparties move from agreement-in-principle to finalized terms, commitment, and implementation.

Where consensus becomes commitment.

Where public priorities become commercially executable

Public-Private Advisory translates institutional priorities into commercially structured opportunities capable of attracting credible private-sector participation. Through a sequenced Institutional Development Framework, mandates are developed around market viability, multi-stakeholder alignment, investment logic, implementation capacity, and measurable economic value, establishing the conditions for informed procurement, partnership, investment, and delivery. Before the agenda is set, let's talk.



The Roadshow

Market-facing commercial diplomacy to open priority channels, test appetite, and identify mission-aligned counterparts for investment, trade, and strategic collaboration.

The introduction.



The Master

Closed sector roundtables that interrogates market signal, clarify growth priorities, and determine the most viable lanes for regional and cross-border collaboration.

Discernment sets the agenda.



The Summit

A leadership-level convening formalizing the framework, commitments, and institutional responsibilities required to move set priorities toward implementation.

Where charters are ratified.



SPIRITS COLLECTIVE

A market development initiative of Stirring up Hospitality, Spirits Collective reshapes how the world perceives American craft spirits; it optimizes the category in foreign territories to scale placement, drive pull-through, and sustain global consumer demand.



BLENDED BLACK CAPITAL INITIATIVE

As the foundational pillar of Tailored by Sasha's Institute for Strategic Futures, the Blended Black Capital Initiative (BBCI) structures and operationalizes the economic and geopolitical bridge between Black capital markets and African continental development.

Partnerships

Sasha works directly with select partners whose distinct capabilities can be combined with her own to solve market friction, open premium commercial pathways, strengthen industry infrastructure, and create market opportunities that would not exist independently.

Each relationship is structured around an equitable, clear value exchange. Sasha brings commercial judgment, cross-border market development expertise, localized execution, and the ability to convene the precise human capital and resources an opportunity requires. Partners bring complementary industry expertise, proprietary access, distribution networks, infrastructure, or decision-making authority.

Together, these collective assets are deployed to enter new territories, launch market-disrupting offerings, activate private-client ecosystems, or advance shared institutional initiatives.

We do not collaborate for visibility. We build viable commercial pathways designed to generate, capture, and sustain long-term enterprise value.



Partnership with Sasha is reciprocal and hands-on. Every relationship begins with a clear answer to a single question: Can we create more value together than either of us could independently?



Sasha
TABRESE JONES

Sasha's perspective has been shaped by more than 18 years of work across public institutions and private enterprise.

In the public sector, she has worked across acquisition strategy, investment promotion, and cross-border trade facilitation. In the private sector, her experience spans OpCo frameworks, multi-unit corporate restaurant operations, regulatory compliance, business development, and international market expansion.

Her work has placed her alongside diplomats, ambassadors, foreign ministers, federal contracting officers, and private enterprise leaders, giving her a firsthand understanding of how relationships are built, competing interests are aligned, decisions move through complex environments, and ideas progress from conversation to execution.

Now based in Provence-Alpes-Côte d'Azur, Sasha brings that cross-sector experience to businesses, institutions, and private interests navigating opportunity across markets.

Her affinity for global transit reflects the same observational discipline that informs her approach: close attention to the social, economic, and cultural dynamics that shape how people live, lead, decide, and transact.

A woman with dark, wavy hair is sitting on a light-colored couch. She is looking directly at the camera with a slight smile. The background is a warm, dimly lit room with a lamp visible on the left and some decorative items on the right. The overall tone is soft and intimate.

Venture architect
ready to partner on the
ideas, products, & services
through which we advance human connection.



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Partnerships

Initiatives

Services

About

Sasha's
SIGNATURE SERVICES

Schedule our First Conversation

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