Lydian Memorial Appoints Tafari D’Aguilar as Director of Operations

D’Aguilar will oversee operations, technology, digital infrastructure, and organizational efficiency as Lydian Memorial expands across Jamaica.



KINGSTON, JAMAICA, September 15, 2026 /EINPresswire.com/ -- Lydian Memorial is pleased to announce the appointment of Tafari D’Aguilar as Director of Operations, strengthening the company’s leadership team as it expands its operations, production capabilities, and customer services throughout Jamaica.

D’Aguilar brings a multidisciplinary background in engineering, filmmaking, technology, and entrepreneurship. As Director of Operations, he will use his technical knowledge, creative perspective, and business experience to help Lydian Memorial build reliable systems, improve efficiency, and maintain a high standard of service across the organization.

In this role, D’Aguilar will oversee operational planning, website management, hosting infrastructure, customer relationship management systems, information technology, digital workflows, process improvement, technical support, and coordination among departments.

He will report to the Chief Executive Officer and work closely with the President, Board of Directors, and departmental leaders to ensure that company objectives are translated into organized, measurable, and sustainable operations.

Strengthening Lydian Memorial’s Operations

As Lydian Memorial continues to develop its memorial, engraving, manufacturing, and custom-signage services, strong operational systems will be essential to the company’s growth.

D’Aguilar will be responsible for helping to establish, document, and maintain the processes that support the customer journey—from the initial inquiry and design consultation through payment, production, quality control, delivery, and installation.

> Tafari brings the technical insight, creative vision, and entrepreneurial leadership needed to strengthen our systems and support Lydian Memorial's continued growth."
>
> *Dr. Lydia Roxborough, CEO of Lydian Memorial*

His responsibilities will include:

* Coordinating daily operational activities across departments
* Developing and improving standard operating procedures
* Managing the company's website, hosting, and digital infrastructure
* Supporting customer relationship management and workflow systems
* Overseeing information technology and technical support
* Monitoring operational timelines, service standards, and performance
* Supporting equipment, production, and inventory coordination
* Helping protect company data, systems, and digital assets
* Identifying opportunities to improve efficiency and reduce delays
* Preparing operational reports for the CEO, President, and Board
* Supporting the implementation of executive decisions and company policies
* Coordinating with employees, contractors, vendors, and service providers

"Tafari brings together the technical understanding of an engineer, the creative vision of a filmmaker, and the initiative of an entrepreneur," said **Dr. Lydia Roxborough, Chief Executive Officer of Lydian Memorial**. "That combination will be extremely valuable as we develop the systems, technology, and operating structure needed to support Lydian Memorial's growth. We are pleased to welcome him into this important leadership role."

Where Engineering Meets Creativity

D'Aguilar's background reflects his personal commitment to "Creating in reflection of the Creator."

As an engineer, he brings an analytical and solutions-oriented approach to organizational challenges. His work as a filmmaker provides experience in creative direction, visual storytelling, production management, and bringing complex projects from concept to completion.

As a founder and entrepreneur, D'Aguilar also understands the importance of building systems that support a company's mission while creating a consistent experience for customers and stakeholders.

His combined experience will help Lydian Memorial connect operational discipline with the creativity and compassion required to produce deeply personal memorials and custom

products.

“I am honored to serve as Director of Operations for Lydian Memorial,” said D’Aguilar. “This opportunity allows me to combine engineering, technology, creativity, and service in a way that contributes to something meaningful. I look forward to helping build the systems and operational foundation that will enable the company to serve families with excellence, preserve important legacies, and create in reflection of the Creator.”

Supporting Innovation and Sustainable Growth

Lydian Memorial combines modern production technology with personalized service to create lasting memorials and custom products.

The company’s growing capabilities include laser engraving, CNC production, memorial design, granite finishing, photographs, inscriptions, customized commemorative products, and business signage.

As Director of Operations, D’Aguilar will help ensure that the technology supporting these services is properly integrated into the company’s broader operations. This will include strengthening communication between customer service, design, production, logistics, installation, administration, and executive leadership.

He will also support the development of scalable processes that allow the company to grow without compromising quality, safety, accuracy, or the personal attention provided to each customer.

“Tafari’s appointment reflects our commitment to building an organization that is innovative, accountable, and prepared for long-term growth,” Dr. Roxborough added. “His ability to understand both the technical and creative sides of the business will help us continue transforming meaningful ideas into quality products and exceptional customer experiences.”

A Leadership Structure Built for Growth

D’Aguilar joins an executive leadership structure led by Dr. Lydia Roxborough, Chief Executive Officer, and Ian Darby, President of Lydian Memorial**.

Dr. Roxborough will continue directing the company’s vision, financial strategy, brand development, corporate governance, and long-term growth. Darby will provide executive oversight of business operations, organizational security, strategic implementation, and company development.

As Director of Operations, D’Aguilar will focus on the systems, technology, workflows, and cross-departmental coordination required to implement that vision effectively.

Together, the leadership team will work to establish Lydian Memorial as a trusted provider of memorial products, precision engraving, custom manufacturing, and business signage in Jamaica.

About Tafari D'Aguilar

Tafari D'Aguilar is an engineer, filmmaker, founder, and Florida State University alumnus whose work brings together technology, creativity, entrepreneurship, and purpose.

Guided by the principle Creating in reflection of the Creator," D'Aguilar uses technical knowledge and visual storytelling to develop meaningful ideas, projects, and experiences. He is also the founder of VSN Collective.

Learn more at www.vsncollective.com http://www.vsncollective.com or connect with him on Instagram and Threads at **@tafari.d**.

About Lydian Memorial

Lydian Memorial is a Jamaica-based memorial and custom-production company dedicated to helping families preserve the memories, stories, and legacies of their loved ones.

The company specializes in personalized granite memorials, custom engraving, memorial designs, photographs, inscriptions, commemorative products, and custom business signage. By combining modern production technology with compassionate and personalized service, Lydian Memorial creates dignified products that commemorate life's most meaningful moments.

Lydian Memorial is a subsidiary of Grandfada Distribution, whose parent company is Aljdaas Isles, Inc.

For more information, visit www.lydianmemorial.com](http://www.lydianmemorial.com

Media Inquiries

Lydian Memorial
Clarendon, Jamaica
Telephone/WhatsApp: 876-836-5111
Email: media@lydianmemorial.com](mailto:media@lydianmemorial.com
Website: www.lydianmemorial.com](http://www.lydianmemorial.com
Facebook: https://www.facebook.com/lydianmemorial/

Jennifer Gayle
Aljdaas Isles, Inc.

+1 561-300-0089
email us here
Visit us on social media:
Instagram
Facebook
TikTok
X

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