

Lydian Memorial Appoints Deke' Smith as Director of Production Development

Smith will lead product development, production innovation, quality assurance, and manufacturing improvements as Lydian Memorial expands.

KINGSTON, JAMAICA, September 15, 2026 /EINPresswire.com/ -- [Lydian Memorial](#) is pleased to announce the appointment of **Deke' Smith as Director of Production Development, strengthening the company's leadership team as it expands its memorial, engraving, and custom-production capabilities throughout Jamaica.

In this role, Smith will lead the development and improvement of Lydian Memorial's products and production methods. He will help transform new concepts into production-ready offerings while ensuring that each product meets the company's standards for quality, accuracy, durability, safety, and craftsmanship.



Smith will collaborate with executive leadership and the company's operations, design, production, finishing, logistics, and customer-service teams to develop efficient processes from initial concept and customer approval through manufacturing, inspection, delivery, and installation.

Advancing Production and Product Innovation

As Lydian Memorial continues to invest in modern laser-engraving and CNC technology, the Director of Production Development will play an important role in ensuring that the company uses its equipment effectively, safely, and consistently.

Smith's responsibilities will include:

- * Leading the development of new memorial and custom-signage products

- * Creating prototypes and testing new designs, materials, and production methods
- * Improving CNC, laser-engraving, finishing, and assembly processes
- * Establishing production specifications and quality-control standards
- * Developing repeatable workflows for customized products
- * Monitoring production accuracy, efficiency, and turnaround times
- * Helping reduce material waste, production errors, and unnecessary costs
- * Coordinating equipment testing, maintenance, and production readiness
- * Supporting employee training on machinery, tools, and production procedures
- * Ensuring compliance with workplace safety requirements
- * Working with vendors to evaluate materials, equipment, and supplies
- * Preparing production-development reports for executive leadership
- * Supporting the continued expansion of Lydian Memorial's product portfolio

"Deke' will play an essential role in turning our ideas into high-quality products that families and businesses can depend on," said Dr. Lydia Roxborough, Chief Executive Officer of Lydian Memorial. "His leadership will help us strengthen our production standards, improve efficiency, and continue developing meaningful products that reflect the care and excellence behind the Lydian Memorial name."

From Concept to Completion

Every personalized memorial begins with a family's story, vision, or tribute. Smith will help ensure that those ideas move through the production process with accuracy, consistency, and respect.

He will work closely with the memorial-design and production teams to evaluate whether proposed designs can be manufactured safely and successfully. This process will include reviewing dimensions, materials, artwork, photographs, inscriptions, engraving settings, finishing requirements, and installation considerations before full production begins.

Smith will also oversee the prototyping and testing of new products. Before a new item is introduced to customers, he will help confirm that it can be produced consistently, priced responsibly, and delivered according to the company's quality expectations.

"I am honored to serve as Director of Production Development at Lydian Memorial," said **Deke' Smith**. "I look forward to helping the company strengthen its production systems, develop new products, and ensure that everything we create reflects quality, precision, and respect for the people and stories it represents."

Expanding Lydian Memorial's Capabilities

Lydian Memorial specializes in personalized granite memorials, custom engraving, photographs, inscriptions, memorial designs, commemorative products, and custom business signage.

As the company expands its product portfolio, Smith will help explore additional applications for its CNC and laser-production equipment. These may include customized plaques, illuminated signs, recognition pieces, decorative items, branded business displays, and other personalized products.

His leadership will support the company's ability to introduce new offerings without compromising its commitment to quality, safety, accuracy, or customer care.

"Production development is about more than operating equipment," Dr. Roxborough added. "It requires thoughtful planning, testing, discipline, and the ability to produce consistent results. Deke's appointment reinforces our commitment to building a modern production operation capable of serving customers throughout Jamaica."

Building a Culture of Quality and Safety

Quality assurance and workplace safety will be central to Smith's responsibilities.

He will help establish inspection checkpoints throughout the production process so that materials, artwork, engraving, finishing, and completed products can be reviewed before delivery or installation.

Smith will also support the enforcement of safety procedures involving CNC and laser equipment, ventilation, electrical systems, material handling, protective equipment, and the safe movement of granite and other heavy materials.

Through training, documentation, testing, and continuous improvement, he will help Lydian Memorial develop a production culture centered on accountability, craftsmanship, consistency, and employee safety.

A Leadership Team Positioned for Growth

Smith joins a leadership structure led by Dr. Lydia Roxborough, Chief Executive Officer; Ian Darby, President; and Tafari D'Aguilar, Director of Operations.

Dr. Roxborough will continue to direct the company's vision, financial strategy, corporate governance, brand development, and long-term growth. Darby will oversee executive operations, organizational security, strategic implementation, and business development. D'Aguilar will lead operational systems, technology, digital infrastructure, and cross-departmental coordination.

As Director of Production Development, Smith will focus on product innovation, manufacturing processes, quality assurance, production readiness, and the successful introduction of new products.

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

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 combines modern production technology with compassionate, personalized service to create granite memorials, custom engravings, memorial designs, photographs, inscriptions, commemorative products, and custom business signage.

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
Website: [www.lydianmemorial.com](<http://www.lydianmemorial.com>)
Facebook: <https://www.facebook.com/lydianmemorial/>

Jennifer Gayle
Aljdaas Isles, Inc.

561-300-0089

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