



Dr. Yvette Holmes

Associate Professor of Marketing

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Education

- Florida A&M University - Bachelor of Science, 2003
- Florida A&M University - Master of Business Administration, 2005
- Florida State University - PhD in Marketing, 2014

Biography

Dr. Yvette is a distinguished scholar, speaker, author, business professor, and marketing strategy expert who's transforming the way we think about business and wellness.

As Vice President of Communications & Business Strategy for The Taylor Institute and VP of Operations & Strategic Planning for Black Women PhDs, she's leading efforts to uplift and empower Black women across the globe.

Dr. Yvette embodies excellence as she reaches new heights in business and wellness. From being a 5x author and TEDx speaker to launching The AMARA Woman, a platform dedicated to improving women's total-body wellness, Dr. Yvette is an inspiring force for good. Dubbed the "Queen of Versatility," she motivates others to grow beyond their comfort zones and achieve new heights in their personal and professional lives.

With followers from around the globe, Dr. Yvette has a remarkable journey fueled by her commitment to empowering women and her purpose-driven leadership!

Professional Activities

Dr. Yvette Holmes holds numerous civic designations and leadership roles across diverse organizations. She serves as Vice President of Communications & Business Strategy for The Taylor Institute, Vice President of Operations & Strategic Planning for Black Women PhDs®, and is an Executive Member of ICABA's Founders Advisory Network. In addition, she contributes as an Advisory Board Member for The Dancing Divas, Inc. and Educate Lead Serve, while also remaining active in the Black Professionals Network, Delta Sigma Theta Sorority, Inc., and both the Florida A&M University and Florida State University Alumni Associations. Her community and media presence extend to her role as a radio personality with WGIO Radio.FM, her work as the Creator and Host of My AMARA Letters podcast and blog, and as the Visionary behind The AMARA Woman. She is also the founder and owner of Dr. Yvette Solutions and a dedicated member of the PTA at Alice W. Douse Elementary School.

In addition to her civic impact, Dr. Maureen maintains strong scholarly affiliations. She is actively engaged with the Institute for Global Business Research, the American Marketing Association, the Academy of Marketing Science, The Ph.D. Project, and the McKnight Alumni Association. Her academic community involvement further includes membership with the National Sales Network, International Facilities Management Association, Marketing Doctoral Student Association Alumni, and the Marketing Ethnic Faculty Association (MEFA). Through these networks and her leadership with Black Women PhDs®, she continues to advance research, professional development, and representation within business and academia.