



Teri Slavik-Tsuyuki
Principal
tst ink LLC



Teri Slavik-Tsuyuki works with community developers and entrepreneurs to tap into deep customer insights and create places and brands that connect with people through experiences that matter. Over nearly three decades, the founder and principal of tst ink LLC has brought to life some of the most valued and recognized brands in resort and community development.

As chief marketing officer at Newland for more than a decade, Teri was the architect of the largest U.S. community developer's brand, elevating its application in more than 40 communities in 14 states, where she also led new community startup, opening 11 new communities in four years. Before that, her Canadian brand design agency handled all of Intrawest Corporation's vacation ownership resort launches across three countries.

Not one to rest on her laurels, the fast-thinking, passionate marketing professional nevertheless has many. The holder of a Master of Arts in Integrated Marketing Communications from Northwestern University, Teri was the second woman ever to be inducted into the William S. Marvin Hall of Fame for Design Excellence. Teri was also named "one of the most influential women in homebuilding" by BUILDER magazine. She serves as Assistant Chair of Urban Land Institute's Residential Neighborhood Development Council, and is the Co-Chair of the Global Wellness Institute's Wellness Communities and Real Estate Initiative. Teri also founded Philosophers Café 101, a public forum for engaging conversation and exchanging ideas.