

Joe Che

Legal name: Joseph Michael Tandle

AI EDUCATOR, FOUNDER, AND SPEAKER

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PROFILE

Technology educator since 1998. Founded and led New York City's largest corporate software and business process training company for eighteen years, training more than 90,000 people: university faculty, government agencies, humanitarian bodies, Wall Street firms, Fortune 5 executives and celebrities.

Serial founder across education, artificial intelligence, hospitality, real estate, events and community, with twenty-six companies founded or run and communities established in fifty-two countries. Business mentor to founders and transformative leaders for over a decade, with that mentorship increasingly focused on practical, AI-forward systems since 2023. Has since moved out of the corporate space by choice, to work with the practitioners whose own work carries furthest: trauma workers, coaches, and people in personal health and wellness.

Now teaches non-technical professionals to build and own their AI systems, and treats responsible AI as practice rather than policy: human judgement kept in the loop, sensitive personal data handled without it leaving the organisation identifiable, and the behavioural risks that governance frameworks omit, namely AI addiction, AI hoarding and AI mania, addressed as emerging epidemics rather than footnotes.

PROFESSIONAL EXPERIENCE

ARTIFICIAL INTELLIGENCE, EDUCATION AND PUBLISHING

2025 – present
Bali, Indonesia

Founder — *Masterminds HQ*

- Designed and delivers the AI Business Mastermind, a twelve-week live programme in which founders build a working AI business system, one build session per week. Four cohorts since March 2026; over 100 members across Asia, Europe, Australia and the Americas.
- Certified nineteen graduates against a seventeen-level AI capability framework, with a mean advance of nine levels.
- Faculty and leadership of The School of Positive Psychology, Singapore, have participated in every cohort to date, including its Deputy CEO and members of its Academic and Examination Boards.

2026 – present

Founder — *All Sorted*

- A complete AI operating system for small organisations, installed on the client's own hardware and configured to their operations in a single setup, with thirty days of supported onboarding.
- Comprises seventy-six modules including sixty-eight working agents across client records, correspondence, bookkeeping, payments, messaging, scheduling and information security. Owned by the client rather than rented from a platform.

2026	Author — <i>How to Build Your Own AI Agent Operating System</i> Published June 2026. Reached first position on Amazon in three concurrent categories spanning artificial intelligence and business. Two further manuscripts complete.
2025 – 2026	Co-Founder — <i>Rio</i> Conversational AI assistant for small-business correspondence, approved as a direct Meta partner on the WhatsApp Cloud API. Built on forty-two founder interviews and a 180-person waiting list. Wound down 2026.
1999 – 2017 New York, USA	Founder and Chief Executive — <i>NYIM Training</i> • Built the largest corporate software and business process training company in New York City over eighteen years, reaching peak annual revenue of USD 3,000,000. • Established on the contract to train the entire professoriate of the State University of New York and City University of New York systems. • More than 90,000 people trained, with over 1,000 recorded testimonials. Clients included Wall Street firms, Fortune 5 executives and celebrities. Designed and delivered curricula within accreditation-constrained and procurement-governed environments.
2023 – present	Founder — <i>VEZA Life & Business Accelerator</i> Senior mastermind programme co-designed with specialists in their fields. Participants have included the first employee of the Ethereum Foundation, a feature film director, and leading practitioners in marketing and somatic work.

VENTURES AND PROPERTY

2015 – present International	Founding Facilitator — <i>I Am Creation</i> Founding facilitator of the I Am Creation retreats and summit (Dubai, Singapore, Bali) across several years, speaking and leading alongside programmes at Ångsbacka (Sweden), Unconventional Life, Ecstatica and Ozen. Summit keynotes and podcast appearances on artificial intelligence, purpose and human connection.
2024 – present Singapore, Dubai	Facilitator — <i>I Am Leadership</i> Leadership development programmes delivered in Singapore and Dubai.
Ongoing	Author and Founder — <i>The Connection Map</i> A methodology and book on strategic human connection, <i>The Golden Relationship</i>, taught through keynotes, workshops and a companion podcast.
2017 – present United States	Founder — <i>Iron Amethyst</i> Holding company for a portfolio spanning artificial intelligence, hospitality and events. Established and managed twelve short-term rental properties, including one in the Empire State Building, and founded The Retreat, a forty-person retreat space in the Catskills, New York. Currently engaged on an ethical AI operating system project with the United Nations, the details of which are under contract.
2020 – present Bali, Indonesia	Partner and Investor Lead — <i>Glamp Nusa; Bali Beach Glamping</i> Two luxury tented resorts of forty villas each. Led capital raising, investor relations and development strategy for Glamp Nusa, with dividends distributed within two weeks of opening.

2021 – present
Bali, Indonesia

Founder — *Heliconia Cantik Ventures*

Indonesian property company. Founded the Bali Real Estate Fund, developed and operates a short-term rental villa, renovated and sold a second, and advises clients on acquisition and land banking.

2009 – 2023

Founder — *Chaos Cooking*

One of the world's largest cooking communities, with events and members across fifty-two countries and more than 750 cities. Reported by The New York Times and NPR; approached for television series by Food Network and Discovery.

TEACHING AND SPEAKING

Subject areas

- Human-centred and responsible AI in practice
- AI addiction, AI hoarding and AI mania
- Human oversight where AI drafts and triages
- Working with sensitive data without exposing identities
- AI for values-driven and non-profit organisations
- AI in clinical, coaching and educational practice
- Knowledge management and personal knowledge systems
- Leading non-technical teams through AI adoption

Formats

- Applied build sessions, in which participants leave with working systems
- Keynotes and summit addresses
- Multi-day and residential programmes
- Faculty intensives and train-the-trainer
- Twelve-week cohort programmes with certification
- Masterminds for founders and senior practitioners
- Panels and podcast appearances

SELECTED CLIENT ORGANISATIONS

Higher education and public sector. State University of New York; City University of New York; Baruch College; St. John's University; Columbia School of Nursing; New York City Department of Education; Vaughn College; Uncommon Schools; Institute of International Education; Practising Law Institute; British Consulate.

Non-profit and humanitarian. Food Bank For New York City; Cabrini Mission Corps; Center for Urban Community Services; Sponsors for Educational Opportunity; Altman Foundation; Elma Philanthropies; Center for NYC Neighborhoods.

Finance, government and corporate. Federal Reserve Bank of New York; Deutsche Bank; BNY Mellon; AIG; Deloitte; Microsoft; Disney; CBS; Condé Nast; Consumer Reports; Siemens; and Fortune 5 executives, the Central Intelligence Agency and the Federal Bureau of Investigation.

EARLIER VENTURES

Bali Bloom Festival (2020–2024). Founder. Contributor-owned festival; 1,500 participants and 120+ workshops in its final year.

Nuanu Creative City (2021–2023). Community Development Lead. Among the founding group of a 44-hectare Bali development integrating art, nature and technology; led a four-person team studying intentional communities worldwide.

Tierra Social (2019–2024). Founder. Mexican corporation; community-led property development across fourteen sites.

Circulate (2020–2022). Founder. Collaborative community publishing platform.

Lightning Society; LS1 Co-Living (2015–2023). Founder and Co-Founder. 200+ events in New York, and a seventeen-resident co-living house.

VRVR (2015–2017). Founder. Virtual reality and 360° video production; first 360° meta-viewing software.

Bali Pro Visa (2021–2023). Co-Founder. Visa and company formation advisory, Indonesia.

Windup (2018–2020). Founder. Advisory taking new founders from concept to revenue.

Personal website: joe-che.com