

## CARIBBEAN WOMEN IN BUSINESS

Sharon Assang firmly believes that the future of the Caribbean rests in the hands of its women—particularly those who are breaking barriers in business and reshaping the region’s educational narrative. As a veteran communications strategist with over 30 years of leadership across public and private institutions, she has witnessed firsthand the transformative role women play not only in boardrooms but also in classrooms, communities, and national policy-making.

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# Background

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Sharon Charmaine Lee Assang, more widely known as Sharon Assang, is an accomplished communications strategist and advisor with over thirty years of distinguished service spanning both public and private sectors. Based in Port of Spain, Trinidad and Tobago, Ms. Assang is regarded as a respected authority in corporate communications, public policy messaging, and strategic advisory services throughout the Caribbean. Born on April 3, 1963, Ms. Assang holds a Bachelor of Arts in Economics and History, alongside a Postgraduate Advanced Diploma in International Relations from the University of the West Indies, St. Augustine. Her academic pursuits underscored a strong commitment to regional development and cultural preservation—exemplified by her thesis, “A Marketing Plan for the Steel Pan,” which earned high distinction and is archived at the university’s Institute of International Relations.

Ms. Assang began her professional journey as a journalist with the Caribbean Communications Network’s Express Newspaper, where she progressed from reporter to assistant editor. Her incisive journalism and ability to engage diverse audiences—from senior government officials to grassroots communities—laid the groundwork for a career marked by impact and integrity. Her leadership credentials include senior roles such as Director of Public Affairs for the Trinidad and Tobago Police Service, Director of Corporate Communications for both the Ministry of Food Production and the Ministry of Planning and Development, and Corporate Communications Manager for major national entities including the Regulated Industries Commission, TTPost, and Lake Asphalt of Trinidad and Tobago (1978) Limited. In each of these capacities, she was pivotal in designing forward-thinking communications frameworks, national outreach campaigns, and crisis management strategies that enhanced institutional transparency and stakeholder engagement.

Presently, Ms. Assang serves as a Consultant to Aura Solution Company Limited, one of the world’s most discreet yet influential financial institutions. Her portfolio includes strategic investment advisory, high-level client engagement, and reputation stewardship in an increasingly complex global financial environment. Beyond her corporate contributions, Ms. Assang is a recognized speaker and thought leader, having addressed regional forums on regulatory communication, consumer education, and public participation. Her efforts have significantly advanced the inclusivity and accessibility of regulatory dialogue within the Caribbean context. A proponent of personal development and holistic well-being, she is also a practitioner of yoga, a classical pianist, and a strong advocate for work-life balance—drawing inspiration from her cultural heritage and global perspective. Fluent in English and Spanish, she continues to serve as a vital connector among cultures, institutions, and communities, with a longstanding commitment to ethical governance, public empowerment, and purpose-driven leadership.

# Early Life

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Sharon Charmaine Lee Assang was born on April 3, 1963, in Port of Spain, Trinidad and Tobago, into a culturally rich and intellectually nurturing family that placed strong emphasis on education, discipline, and civic engagement. Raised in a household that celebrated a blend of Trinidadian, Chinese, and broader Caribbean traditions, she developed an early appreciation for cultural diversity, critical thinking, and resilience. In 1969, her father, a dedicated civil servant, was recruited by the Government of the United States, prompting the family's relocation to the United States.

Her mother, an academic achiever in her own right, earned a degree from Northeastern University and went on to work as an Accountant at the Energy Laboratory of the Massachusetts Institute of Technology (MIT). Together, her parents instilled in Sharon the enduring values of public service, intellectual integrity, and continuous learning.

Growing up in Boston, Massachusetts, during a transformative era of civil rights advocacy, global independence movements, and socio-political awakening, Sharon was immersed in dynamic conversations surrounding justice, equity, and international cooperation. These formative experiences would later shape her academic orientation and professional philosophy.

A keen reader with a natural aptitude for analysis and communication, Sharon quickly distinguished herself in school. She attended Weston High School in Weston, Massachusetts, where she began to demonstrate her talent for writing, public speaking, and debate, as well as her emerging leadership capabilities.

# Professional Life

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Sharon Assang's professional journey reflects a lifelong dedication to public communication, international diplomacy, and strategic advisory at the highest levels of government. Following her family's return to Trinidad and Tobago in 1982, Sharon pursued and completed her tertiary studies in Economics, History, and International Relations, laying a strong academic foundation for her work in public service. These early educational and social experiences played a pivotal role in shaping her lifelong commitment to journalism, public communication, and policy advisory. Her early exposure to cross-cultural dialogue, civic issues, and strategic storytelling laid the foundation for a distinguished career—one anchored in advocacy, diplomacy, and strategic influence, and marked by an unwavering commitment to empowering communities and promoting transparent, values-based governance.

She began her professional career as a journalist, where her clarity of thought, composure under pressure, and unwavering integrity quickly earned her respect within the media fraternity. Her reporting, particularly in the realms of political affairs and international relations, drew the attention of national leadership and marked the beginning of her transition into the public sector.

In government, Sharon held a series of influential communications roles, rising steadily through merit and distinguished by her analytical strength, diplomatic tact, and deep understanding of public sentiment. Over the years, she earned recognition as one of Trinidad and Tobago's most trusted voices in public and corporate communications, as well as in strategic negotiations on regional and international platforms. Her tenure included pivotal roles at the Ministry of Planning and Development and the Ministry of Social Development, where she played a key part in national outreach and policy messaging.

Among her most prominent appointments was her role as Director of Public Affairs for the Trinidad and Tobago Police Service, where she was instrumental in reshaping the organization's public image and strengthening citizen trust through transparent and effective communication strategies. Notably, during Trinidad and Tobago's hosting of the Fifth Summit of the Americas, Sharon provided strategic communications training to Liaison Officers, ensuring the nation's protocol standards met international expectations.

She is widely respected for her discretion, cross-cultural sensitivity, and ability to navigate high-stakes diplomatic environments with precision and grace. Even after concluding formal government service, Sharon has continued to contribute meaningfully as a mentor, advisor, and policy consultant, guiding emerging professionals in the fields of communications, diplomacy, and state protocol.

Her legacy is one of quiet influence and strategic insight—a behind-the-scenes architect of policy, presentation, and public trust.



# Education

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Sharon Lee Assang’s academic journey reflects a deep-rooted commitment to understanding and engaging with the socio-economic, cultural, and political dynamics of both the Caribbean and the wider international community. Her formal education, grounded in rigorous interdisciplinary studies, has served as the intellectual foundation for her distinguished career in public communication, diplomacy, and policy advisory.

University of the West Indies, St. Augustine Campus, Trinidad and Tobago  
Bachelor of Arts in Economics and History

Sharon undertook a comprehensive undergraduate program that blended economic theory with historical analysis, enabling her to develop a nuanced understanding of developmental trends, institutional behavior, and the legacy of colonial and post-independence Caribbean governance. Through this academic lens, she cultivated the critical thinking and analytical skills that would later inform her strategic contributions to national and regional discourse.

Postgraduate Advanced Diploma in International Relations

Building upon her undergraduate achievements, Sharon pursued advanced studies in International Relations at the Institute of International Relations (IIR), a premier institution in the Caribbean. Her postgraduate coursework focused on the interplay of global diplomacy, international law, regional integration, and foreign policy, with particular emphasis on Caribbean interests within multilateral systems.

Her capstone thesis, entitled "A Marketing Plan for the Steel Pan," exemplifies her unique ability to merge cultural advocacy with economic strategy. Awarded an “A” grade and officially archived in the Institute’s library, this research project proposed innovative frameworks to elevate the steel pan—a globally recognized symbol of Trinidad and Tobago’s cultural heritage—within international markets. It demonstrated Sharon’s vision for cultural diplomacy and her long-standing dedication to advancing Caribbean identity on the world stage.

Sharon’s educational background has played a pivotal role in shaping her professional ethos, empowering her to navigate complex political environments, advise on international partnerships, and design strategic communication policies that reflect both global awareness and local relevance. Her academic work continues to inform her engagements with governments, institutions, and private sector leaders, reinforcing her role as a trusted advisor at the intersection of diplomacy, public engagement, and regional development.

# Conclusion

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Sharon Lee Assang's distinguished career stands as a powerful testament to the enduring impact of communication, diplomacy, and cultural integrity. With a robust academic foundation in economics, history, and international relations, she has adeptly bridged the spheres of public information and national identity, ensuring that the voice of Trinidad and Tobago is both authentically represented and globally respected.

Her decades of public service within the Government of Trinidad and Tobago have been marked by a consistent focus on transparent governance, strategic public engagement, and cultural diplomacy. Through her leadership in state communications and international representation, she has championed the Caribbean's narrative on the world stage—demonstrating unwavering belief in the region's global potential. Whether advising on matters of state or curating cultural narratives for diplomatic platforms, Sharon remains a trusted and respected figure across both government and civil society.

Her career continues to serve as an exemplar for emerging leaders in the fields of public communication, diplomacy, and cultural advocacy, inspiring a new generation across the Caribbean and beyond.

## Other Activities and Functions

Beyond her formal appointments, Sharon Assang has consistently contributed to national and regional advancement through a broad array of cultural, diplomatic, and civic initiatives that reflect her lifelong dedication to public service and Caribbean identity:

### Cultural Advocacy

Sharon Lee Assang has been a steadfast advocate for the advancement of Trinidad and Tobago's cultural diplomacy, utilizing her platform to highlight the rich and diverse heritage of the Caribbean. Throughout her career, she has represented the nation at a variety of international forums, including UNESCO-affiliated events, World Expositions, and multilateral cultural exchanges. In these global arenas, Sharon has championed initiatives that promote Caribbean music, visual arts, literature, and traditional knowledge systems, positioning culture not only as an expression of national identity but also as a tool for economic and diplomatic engagement.

Her participation has helped forge cross-cultural partnerships, attract global attention to regional creative industries, and strengthen Trinidad and Tobago's soft power within international relations. On a national scale, covering topics such as protocol management, media strategy, crisis communication, and stakeholder engagement.

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She has provided expert guidance on ceremonial protocols, cross-border etiquette, and communications strategy—ensuring that each engagement reflects the dignity and professionalism of the host nation. Her contributions during key national milestones, such as independence commemorations and international conferences, have been recognized for their precision, discretion, and cultural sensitivity. Her ability to manage complex logistical frameworks while maintaining diplomatic decorum has garnered commendations from both domestic leadership and international stakeholders.

### Public Speaking & Academic Lecturing

An articulate and engaging speaker, Sharon is frequently invited to speak at universities, regional think tanks, cultural symposiums, and government training institutions. Her lectures and presentations offer insightful perspectives on topics such as public sector communications, strategic diplomacy, national branding, and Caribbean cultural identity. Drawing on both academic training and practical experience, she has addressed diverse audiences, from undergraduate students to senior policymakers. Her ability to translate complex policy themes into accessible dialogue has made her a respected voice in educational and diplomatic settings alike. Through her public speaking engagements, Sharon has contributed to the cultivation of civic awareness, institutional integrity, and international understanding.

### Editorial Contributions

Sharon's proficiency in writing and editing has been a hallmark of her professional portfolio. She has authored and contributed to a variety of publications that explore themes of governance, socio-political development, cultural policy, and Caribbean historiography. Her editorial expertise has also been instrumental in the development of official communications for various arms of government, including white papers, public information campaigns, strategic reports, and ministerial communiqués. Her work consistently upholds the highest standards of clarity, precision, and narrative impact, and she is widely respected for her ability to align content with both national interests and international best practices. Her editorial influence has shaped not only public discourse but also the archival record of state institutions.

### Mentorship & Professional Training

A passionate proponent of talent development, Sharon has invested considerable effort in mentoring emerging professionals in public communication, diplomacy, and governance. She has designed and led training workshops on a national scale, covering topics such as protocol management, media strategy, crisis communication, and stakeholder engagement. These capacity-building initiatives have targeted both new entrants and mid-career public servants, helping to elevate standards within the public sector.



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These capacity-building initiatives have targeted both new entrants and mid-career public servants, helping to elevate standards within the public sector. Sharon's mentorship is known for its emphasis on ethical leadership, strategic thinking, and cultural fluency—qualities she views as essential for effective service in modern governance. Her mentees have gone on to assume meaningful roles in both government and civil society, carrying forward her legacy of professionalism and purpose.

### Volunteerism & Advisory Roles

Sharon's commitment to public service extends far beyond her formal positions. Over the years, she has volunteered her expertise to numerous civil society organizations, particularly those focused on youth development, cultural preservation, and literacy promotion. She has played advisory roles on national committees related to heritage conservation, curriculum reform, and modernization of the public sector. Through these engagements, she has helped shape policies and programs that aim to build a more inclusive and culturally grounded society. Sharon's voluntary contributions are underscored by a spirit of generosity and national pride, reflecting her deep belief in the power of civic engagement to drive sustainable progress.