

Sharon Leid is the CEO of NetStruc PR and a seasoned Publicity Strategist, PR Consultant, Speaker, and Business Strategist. With over 20 years of expertise in Public, Media, Government Relations, and Community Engagement, Sharon enjoys securing press placements for clients who either lack a media footprint or are seeking to expand their brand visibility through community engagement or Government affairs. Her goal is to elevate brand awareness, establish credibility, attract new prospects, and ultimately increase profitability for her clients.

Sharon began her career at the Kings County District Attorney's Office in New York City, where she progressed from Community Relations Specialist to Executive Director of Community Relations, managing public relations and media outreach across the borough. In 2015, after a career transition, Sharon founded NetStruc PR LLC, a full-service PR boutique dedicated to helping entrepreneurs and small businesses leverage media to build their brands.

Her clients have been featured on notable local and national media platforms, on local, regional and national media platforms such as NYC ABC, Schneps Communications, CNN, The New York Times, Bloomberg News to name a few. Sharon has cultivated strong, long-term relationships with media outlets, journalists, bloggers, and podcasters, ensuring high-quality coverage for her clients.

In addition to running her business, Sharon serves as the Director of External Affairs and Public Affairs for the **\*\*One Brooklyn Health System\*\***, which encompasses Brookdale, Interfaith, and Kingsbrook Jewish Medical Centers. She leads initiatives to engage the over 1.5 million residents served by these hospitals, coordinating health fairs, community education workshops, press events, and elected official updates.

Sharon is also the founder of Ladies of 3rd Thursday, a networking group that connects professional women, providing resources to help build businesses and foster strategic relationships. She is a board member and PR Chair the Nassau Community College Foundation Business Leaders Council, a member of the **\*\*Public Relations Society of America**, and an alumna of John Jay College of Criminal Justice, where she taught as an Adjunct Professor in Social Entrepreneurship.

As a speaker, Sharon covers topics such as the importance of public relations for brands, the value of community engagement, transitioning from employee to entrepreneur, and effective networking strategies. She is passionate about mentoring aspiring entrepreneurs, particularly High School & college students.

A devoted wife and mother of three sons, Sharon is committed to both her family and her mission to help others achieve their goals through strategic PR and community engagement.