Sharon Leid is a seasoned publicity strategist with over 20 years of public/media/community relations expertise. Holding prestigious positions such as Executive Director for the Community Relations Bureau in the Kings County DA Office and Executive Director Of External, Community, Media and Government Relations for the One Brooklyn Health System, Sharon's expertise is unmatched.

In 2015, Sharon founded NetStruc PR LLC with a passionate dedication to assisting small businesses in uncovering their newsworthiness and unique storytelling. She believes in creating tailored PR Campaigns for each client, ensuring that their brand and needs are met. Her efforts have featured clients on renowned platforms such as ABC NY, Fox 5 NY, CNN, New York Times, Bloomberg News, and Essence and more. Sharon's mission is to help clients "Increase Brand Awareness, Build Creditability, Show Expertise, Increase Prospects and growth in Profits." In addition to her work at NetStruc PR, Sharon founded Ladies of 3rd Thursday, an organization empowering women entrepreneurs by providing valuable resources and growth opportunities. She is a member of the Public Relations Society of America, National Association of Black Journalists and Public Relations Professionals of Long Island. In addition to her impressive PR work and involvement with Ladies of 3rd Thursday, she is a highly sought-after speaker. Sharon captivates audiences with talks about the significance of PR brands, the advantages of community engagement for businesses, and the transformation from an employee to an entrepreneur.

During her free time, she generously shares her knowledge with aspiring entrepreneurs, particularly college students. Furthermore, Sharon is an esteemed adjunct professor at her alma mater, John Jay College of Criminal Justice, where she teaches Social Entrepreneurship. Through her speaking engagements and teaching efforts, Sharon inspires and empowers individuals to make their mark in the world of business. Sharon is married to her high school sweetheart for 29 years, and they have three amazing sons.