

# Sharold Palmer

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INDUSTRY: MEDIA



## What is the best part of your job?

Pre Covid 19, it was the variety of tasks and frequent travel globally. Since lockdown it has been the opportunity to react to and influence business change, and the new challenges that it has brought. In both circumstances, the best aspect is the team I have and the colleagues I work with.

## Biggest learning moment of your career?

Having been made redundant in a previous role, it was clear to me that no one is indispensable, and you should always have a backup plan.

## What does Black history month mean to you?

BHM represents the time of year when we know that our history, achievements and issues will be discussed and highlighted more intensely in the UK. I look forward to witnessing and participating in activities that recognise and provide further education for me and our wider society. 2020 has been a significant year in terms of BLM, inclusion and race issues. If I take one positive away, it is that in the future, it will not be just one month of the year that we celebrate and address issues impacting Black people.

## Why is being a positive role model important to you?

It is important to me because I realise that not everyone has people in their lives who can serve that purpose. It wasn't until my adult years that I realised how impactful and empowering it was to have someone you can look up to and aspire to develop/model your own ethics and ambitions on.

## What is your top tip to success?

Have confidence in yourself, listen to your instincts and stick to your principles. Be open to and ready for opportunities that may not always come in the form you expect.

## What is your greatest achievement?

On a personal level it is probably helping a younger sibling correct their life course when they were being heavily pressured and influenced by negative associates. Also learning to ride a bike in my 30's! :-)

## What advice would you give to your 16year-old Self?

Have a plan and don't be afraid to try, change or fail.

What are you reading?



"Americanah"  
Chimamanda  
Naozi Adichie

Favourite food to boost your mood?

Ackee & saltfish,  
avocado & breadfruit.

Biggest change since lockdown?

Not seeing friends & family as often. Work being very, very, very busy!

Ideal Mentor?

Oprah Winfrey  
or Michelle Obama



Role Model growing up?

My mum, and my sister, who was the first sibling to go to university.