

Sharon Missah's



Bold

MEDIA MISSION

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GLOBAL IMPACT
Media

WRITER
Lizzie Griffiths

Meet *Sharon Missah*, the powerhouse behind *Let's Talk DXB*, a platform that's as bold, honest, and community-driven as she is. With 16 years of international marketing experience and a deep passion for authentic storytelling, Sharon is building a media movement that puts authentic voices and underrepresented stories at the centre. From digital conversations to live events, her work sparks necessary dialogue and resonates far beyond Dubai.

In this exclusive interview, Sharon discusses the personal turning point that inspired *Let's Talk DXB*, what makes the platform thrive, and why she's excited to contribute fresh, diverse stories from the UAE to *Black Business Magazine* as our new contributor.



You've got 16 years of global marketing experience. What made you pivot to launching *Let's Talk DXB*, and what was the "aha" moment that kicked it all off?

My passion for content creation began quite early in my career. I was naturally interested in learning about other people's experiences, backgrounds, and journeys.

The real push came during a difficult season in my personal life - divorce and solo parenting. I took a step back to reflect on what I am passionate about and how I wanted to spend my time to fulfil my purpose and help others. That period of taking a leap of faith and challenging myself became a catalyst. It reminded me that sometimes the *most* challenging moments, personal or professional, open the door to growth and unexpected, yet meaningful new chapters.

What began as a necessary space for authentic, diverse, and educational conversations has evolved into a thriving, engaged community. It has allowed me to connect with a diverse range of people from different walks of life, and we share knowledge and experiences on a much deeper level.

Today, *Let's Talk DXB* isn't just about conversation but also community, representation, and providing insights that help others navigate their journeys.

It is really rewarding to combine my 16 years of international marketing experience and storytelling skills to create a diverse and valuable space for my community and beyond.

Let's talk about *Let's Talk DXB*'s success. What do people connect with most about the platform?

The connection comes from our authenticity. Having lived and worked in Dubai for 13 years, I have seen the growing need and appetite for content and conversations rooted in real experiences from diverse perspectives.

When I launched the first *Let's Talk DXB* conversation, 'Divorced in Dubai', the positive feedback was overwhelming, and it quickly became apparent that there was a gap. At the time, few platforms in Dubai explored real-life experiences of people, particularly for my community, living and working in Dubai, and *Let's Talk DXB* strips away the surface-level narrative.

Whether it's a renowned entrepreneur sharing the realities and sacrifices they



have made, an individual who has had to rebuild and overcome a personal or professional challenge, or someone new to the city navigating loneliness and building authentic relationships, the human stories resonate.

You've made it your mission to create a space for underrepresented voices. What's been most rewarding so far?

I have always been clear that one of the missions of Let's Talk DXB is to bring more diverse perspectives and voices to the media industry. Early in my career, I experienced a lack of representation. Therefore, I am grateful to create a platform that aims to make a difference, and I know this from the feedback we receive. When people see themselves reflected positively and with nuance, it reshapes their mindset and their sense of possibility. It sends a powerful message: If they can do it, so can I. That ripple effect of empowerment fuels everything we do at Let's Talk DXB.

Knowing that our platform contributes

to shifting narratives, building confidence, and opening doors for others makes it worthwhile, especially during challenging times.

You recently received the Women Who Thrive Inclusion and Diversity Award. What does that mean to you?

It's incredibly affirming - not just personally, but for the broader mission that Let's Talk DXB stands for. It signals that intentional inclusion and diversity work matters. I have found so much value in learning from other perspectives and allowing the less represented to be seen and heard equally.

It is not just about giving people a microphone; it is about listening respectfully, amplifying their stories, and ensuring they are told with dignity and depth.

On a personal level, it also felt like a celebration of resilience. As I mentioned, Let's Talk DXB was born during a very challenging period. It is

“ I listen deeply, ask the right questions, and treat stories carefully - particularly vulnerable conversations. ”

humbling and motivating to see it now recognised as a force for good in the inclusion and diversity space.

In a city like Dubai, this work feels essential. Dubai is one of the most multicultural cities in the world, with people from over 200 nationalities living and working here. That incredible diversity allows platforms like Let's Talk DXB to help ensure that the richness of these communities is not lost, but instead authentically brought to light.

This recognition reinforced that platforms like Let's Talk DXB are not just a *nice-to-have* but necessary. It validated the hard work of building a community and reminded me that every conversation and story can contribute to a shift.

Your content balances education, honesty, and engagement so well. What's your secret?

It starts with curiosity, respect, and intentionality.

I often get asked, “How can you meet someone for the first time and make them feel so comfortable, allowing them space to share and be open?” My answer is that I always go to the core. We are all human, and relatability and authenticity are key. I listen deeply, ask the right questions, and treat stories carefully - particularly vulnerable conversations. My approach is to create conversations that are honest, meaningful, and impactful for the Let's Talk DXB community.

We foster genuine connection and learning by holding space for people to tell their stories in their own words. This balance between education, honesty, and engagement helps build a trusted community where voices are respected and uplifted.

Dubai often feels glossy and polished. How do you create space for raw, community-driven conversations?

Dubai is a great and unique city; I wouldn't have stayed here for this long if I hadn't thought so. But I appreciate that there is a hunger for connection and real community. This is why I called the platform Let's Talk DXB. It was a call to the Dubai (DXB) community to talk about life, successes, challenges,



and the support needed. Let's talk about the real things and various seasons that life brings our way, even when the sun is shining in Dubai.

The 'how' came naturally. I think my bravery in opening up about my journey in such a vulnerable and raw way gave others the space to want to share and be part of a safe and authentic community. As the interest in in-person connectivity grew, I recognised the need to take our digital platform to the next level through the Let's Talk Live conversations and events. These have been so well received and valuable, in addition to the digital content.

As a contributor to Black Business Magazine, what stories are you most

excited to explore about Dubai?

I am a storyteller, so I am excited about the opportunity to spotlight Black creatives and professionals building innovative businesses. The Afro-Caribbean community and ecosystem of entrepreneurs have grown a lot in Dubai, which is great to see. However, there is still limited representation, which is why this publication is essential.

As a marketer who has spent a large portion of my career in Dubai, sharing insights on the creative industry is a topic I am passionate about, particularly as the creator economy in Dubai is booming! The city continues to attract some of the leading talent, all with the ambition of exploring and accelerating

Lastly, of course, there are stories of expats navigating life in Dubai, especially those who are new. Why? Having been in the same situation 13 years ago, which looked very different from now, I am eager to share others' experiences and, where possible, pass on my years of knowledge.

Yes, we will launch another edition of our live conversation series as we continue to expand our community offering by combining our digital content and in-person experiences. We have a number of great conversations in the pipeline, which will be valuable learning experiences.

Partnership has been my word for this year, and I look forward to working with companies and brands that align with Let's Talk DXB's objectives to amplify voices, grow the community, and the resources we provide.



As one of the biggest providers of arts and culture in the city, the Hippodrome provides over a million people a year with those same ‘goosebumps’ moments through our on and off stage programmes, including musicals, dance, opera, comedy and free festivals across the city.

A portrait of Jon Gilchrist, Artistic Director & Chief Executive Officer of the National Theatre. He is a middle-aged man with short, dark brown hair, smiling slightly at the camera. He is wearing a dark blue, long-sleeved button-down shirt with white buttons. The background is a blurred cityscape with buildings under a bright sky.

Jon Gilchrist
Artistic Director & Chief Executive Officer

GOK WAN
as LEO CORABLE

MATT SLACK
as SIR HENRY HOOD

FAYE TOZER
as MARY KIDMAN

MATT CARMLE
as THE SHERIFF OF NOTTINGHAM

ANDREW RYAN
as HERBERTA WOOD

SANDRA MARVIN
as THE SPIRIT OF SHEPHERDO

AND SPECIAL GUEST STARS
CHRISTOPHER BIGGINS
as KING RICHARD

Robin Hood
THE MAGICAL PANTO ADVENTURE

Sat 20 Dec -
Sun 1 Feb
2026

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