

# SASHA MAPP

## Education

2024	<b>Meta</b> Marketing Analytics with Meta
2021	<b>John Hopkins University</b> A Crash Course in Data Science  <b>Macquarie University</b> Marketing Analytics: Know Your Customers  <b>University of California, Davis</b> Autism Spectrum Disorder  <b>University of California, Irvine</b> Identifying, Attracting & Growing Your Digital Audience  <b>University of Colorado System</b> Managing ADHD, Autism, Learning Disabilities & Concussion in Schools Managing Asthma, Allergies, Diabetes and Seizures in Schools Providing Social, Emotional, Behavioural and Special Education Services  <b>IBM</b> Python for Data Science, AI & Development  <b>DeepLearning.AI</b> AI for Everyone
2009 - 2011	<b>University of Phoenix</b> Doctor of Education in Educational Leadership with Specialisation in Curriculum and Instruction ( <i>NB partially completed</i> ) * Communication Strategies * Leadership Theories and Practice * Fundamental Principles of Sound Research * Instructional Leadership * Critical and Creative Thinking
2006 – 2008	<b>University of the West Indies</b> Master of Science in Project Management and Evaluation ( <b><i>Distinction</i></b> ) * Project Financing * Monitoring and Evaluation * Management of Negotiations * Environmental Impact Assessment * Contract Management * Project Analysis/Appraisal
Sept 2007 - Jun 2008	<b>Samuel Jackman Prescod Polytechnic</b> Certificate in Construction Supervision * Planning Construction Operations * Understanding and Interpreting Drawings * Site Surveying * Managing Sub-Contracts * Estimating and Measuring Work * Supervising the Quality of Site Work

## Education Cont'd

- 2003 - 2005      **University of the West Indies**  
Bachelor of Science in Economics (*Upper Second Class Honours*)  
\* Econometrics I and II \* Statistics \* Business Forecasting \* Micro and  
Macro Economics \* Math Methods I and II
- 2001 – 2003      **Barbados Community College**  
Associate Degree in Business Studies  
\* Elements of Accounting I and II \* Interpretation of Financial Accounting  
\* Financial Mathematics \* Managerial and Cost Accounting \* Financial  
Management \* Statistics \* Database and Spreadsheet Management  
\* Law

## Work Experience

- May 12-16, 2025      **CSEC Economics Syllabus Reviewer**  
Caribbean Examinations Counsel
- June-July 2018 & 2019      **E-Marker**  
Caribbean Examinations Counsel
- CAPE Economics, CSEC Economics & Principles of Business
- May 2017      **Marker**  
Caribbean Examinations Counsel
- BSSEE Mathematics
- Aug 2007 – Jan 2011      **Economist**  
Central Bank of Barbados  
Research Department
- Head of Real Sector – supervise team ensuring forecast and model updates were performed for Traded Sector (Tourism, Manufacturing, Agriculture, etc.)
  - Monitor, analyse and forecast value-added of the Non-Traded Sector (Construction, Business & Other Services, Wholesale & Retail, etc) to GDP
  - Prepare reports on NIR movements as well as treasury bills and Commercial Bank activity (lending, reserve requirements, interest rates, liquidity)
  - Update, monitor and analyse the economic model forecast for the Non-Traded Sector, Unemployment and Inflation
  - Prepare various quarterly and annual economic reports
  - Conduct research on various economic trends
  - Prepare monetary policy reports

## Work Experience Cont'd

- Jun 2007 – Aug 2008    **Project Planner (Part-time)**  
Sustainable Barbados Recycling Centre Incorporated
- Prepare project baseline schedules and updates
  - Prepare project status reports
  - Controlling project risks, capturing lessons learnt and project reporting.
  - Critical path analysis and schedule optimisation
  - Calculating, analysing and presenting metrics such as EV and SPI
- Sep 2006 – Present    **CEO & Founder**  
Saanma International
- Oversee daily operations of the school and learning centre
  - Prepare schedules and assign duties
  - Train employees
  - Develop operational systems and procedures
  - Conceptualise new product/service ideas and oversee implementation
- Nov 2006 – Jul 2007    **Statistician II**  
Barbados Statistical Service  
Trade and National Accounts Division
- Supervise and evaluate the performance of four (4) Clerical Officers and one (1) Statistical Assistant
  - Process and disseminate trade information
  - Manage and assist in the collection of trade statistics
  - Guide the process of developing trade indices
  - Assist in the strengthening of the department's data collection, processing and interpretation capacity
  - Manage and assist in the preparation of various trade publications
  - Represent the Department at various committees
  - Monitor and assist in the handling of external and internal request for trade statistics
- Sep 2005 – Nov 2006    **Economist II**  
Ministry of Economic Affairs and Development  
Research and Planning Unit
- Monitor Economic and Financial Policies of the Ministry of Tourism and Social Transformation
  - Assist in International Technical Co-operation
  - Assist with the National Strategic Plan's Implementation and Public Relations Campaign
  - Represent the Ministry on various governmental committees
  - Assist in the preparation of the financial and economic statement
  - Prepare strategic documents, reports and research papers
  - Prepare various ministerial briefs, comments and speeches
  - Preparation and delivery of presentations
  - Prepare the Annual Economic and Social Report

## Work Experience Cont'd

Sep – Dec 2005	<b>Tutor in Elements of Microeconomics</b> University of the West Indies
Summer 2004	<b>Account Administrator</b> CIBC Bank and Trust Company (Cayman) Limited <ul style="list-style-type: none"><li>• Daily and monthly reconciliations</li><li>• Posting/recording business transactions</li><li>• Preparing Final Accounts</li></ul>
Summer 2002	<b>Account Administrator</b> Finance and Planning Department, Barclays Bank PLC <ul style="list-style-type: none"><li>• Calculating Central Bank Reserve Requirement (Daily)</li><li>• Daily and monthly reconciliations</li><li>• Posting/recording business transactions &amp; Filing</li><li>• Preparing Final Accounts</li></ul>
<b>Computer Skills</b>	Highly computer literate, competencies include the use of various AI tools & applications, automation tools, Microsoft Suite, Quickbooks, SPSS and EVIEWS
<b>Interest/ Extracurricular Activities</b>	Conducting Presentations Delivering Speeches Research Teaching/Training/Coaching Foreign Languages Swimming Learning Dominoes Data Analysis

## Presentations/Speeches

2022	Presented Transitioning from Employee to Entrepreneur at the Ministry of Labour's WOW Training Session.
2011	Speech on Entrepreneurship to Infants B and Class 1 students at the Charles F. Broome Primary School on behalf of the Barbados Youth Business Trust (BYBT).
2011	Speech on Entrepreneurship to the Hazlewood Scout Group on behalf of the Youth Entrepreneurship Scheme (YES).
2010	Presented Cruise Tourism Research Paper at the CBB's Annual Review Seminar and at CCMF's Seminar held in Trinidad and Tobago.

## **Presentations/Speeches Cont'd**

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| 2009 | Presented IMF-Supported Programmes Research Paper at the CBB's Annual Review Seminar and at CCMF's Seminar held in Guyana.   |
| 2008 | Presented Financial Integration Research Paper at the CBB's Annual Review Seminar.   |
| 2006 | Presentation on Poverty Eradication in the context of the National Strategic Plan of Barbados 2005-2025 at the National Consultation on Poverty Eradication delivered at UNDP in Barbados. |
| 2005 | Speech on Pursuing Excellence delivered at the Deighton Griffith School Speech Day Ceremony.   |
| 2001 | Valedictorian Speech at the Deighton Griffith School Graduation Ceremony.  |

## **Intellectual Property**

### *Educational Programmes & Frameworks*

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| 2019 | <b>Future Readers Literacy Programme</b><br>A published proprietary literacy programme and tutor certification system that integrates Phonics, Reading Fluency, Reading Comprehension, Vocabulary, Spelling and Essay Writing to improve literacy outcomes for students globally. |
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### *Courses & Training Systems*

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| 2025 | Launch Your Business in 30 Days (self-paced online course)  |
| 2024 | TutorXcel: Mastering Reading Instruction (both live & self-paced online course options)<br>Start Your Dream Business Masterclass (live online course) |

### *Publications & Written Works*

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| 2025 | From Idea to Enterprise Business Workbook Series: Create Your Irresistible Offer Workbook 3<br>From Idea to Enterprise Business Workbook Series: Launch with Confidence Workbook 4 |
| 2024 | From Idea to Enterprise Business Workbook Series: Discover Your Market Advantage Workbook 2  |
| 2023 | From Idea to Enterprise Business Workbook Series: Find Your Profitable Business Idea Workbook 1  |
| 2022 | Transitioning from Employee to Entrepreneur: A Step by Step Guide  |
| 2021 | Understanding Phonics: A Layman's Guide for Parents  |

### *Publications & Written Works Cont'd*

2009	The Macroeconomic Impact of IMF-Supported Programmes in Small Open Economies: The Case of Barbados
2008	Financial Integration between the Caribbean and the USA: Are We There Yet?
2001	Moving On Poem written for High School Yearbook

### **Awards/Accomplishments**

2016	Most Outstanding Entrepreneur: Female Excellence in Educational Services
2015	Entrepreneurial and Innovative Spirit Award
2014	Ambassador of the Year Award 1 of 22 Female Entrepreneurs to participate in the Latin America and Caribbean VV Grow Fellowship (Argentina) Winner of Upstart Caribbean Entrepreneur Competition and featured in LIAT inflight magazine Scholarship Winner for Caribbean Micro-finance Forum V
2012	Business Award for Financial Responsibility Examination Test Writer for upcoming CAPE Entrepreneurship Course
2011	Entrepreneur of the Year Award Business Award: Group Award Business Award for Financial Responsibility Business Award for Job Creation
2010	Public Relations Officer of the Barbados Economic Society's Executive Committee Industry Award for Tuition Services
2009	Bambusa Award Most Innovative Service Award Floor Member of the Barbados Economic Society's Executive Committee 1 of 2 Barbadians to participate in the U.S. Department of State and the Cherie Blair Foundation for Women Programme (Washington, D.C.)
2007-2008	Member of Barbados the Economic Society's Executive Committee Member of the Project Management Professionals Association of Barbados' Executive Committee Vice President of the Deighton Griffith Alumni Association

## **Awards/Accomplishments Cont'd**

2006-2007	Member of CWC Export Barbados Legacy Committee Member of CWC Economic Impact Advisory Team Member of National Strategic Plan HIV/AIDS Steering Committee Member of The Modernisation of the Customs, Exercise and Duties Department Advisory Committee
2002-2003	Star Award for good CXC results
2001-2002	Head Girl; Valedictorian; Member and Head Coordinator of the Graduating Committee Star Awards for: Leadership, Computer Studies, Business Studies and Good Work and Best Exam results in 4 <sup>th</sup> year;
1999-2000	Represented Barbados and The Deighton Griffith School in the UNESCO Slave Trade Project in Trinidad; Acting Senior Prefect in 4 <sup>th</sup> year
1996-1999	Music Award, Captain U13 Netball team; Form Captain in 1 <sup>st</sup> , 2 <sup>nd</sup> , & 3 <sup>rd</sup> year
1995-1996	Prefect; President and Treasurer of 4 <sup>H</sup> Club

## **References**

Available upon request.