

Sha'Ron James

Government Affairs Consultant, Of Counsel

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Practice & Industry Areas

- Government Affairs Law & Lobbying
- Energy

Education

- Stanford University, Advanced Project Management Certificate, 2015
- University of Florida College of Law, J.D., 2001
- Syracuse University, M.P.A., Summa Cum Laude, 1998
- Florida A&M University, B.S., Cum Laude, 1996

Bar & Court Admissions

- Florida Bar, 2002

Overview

With extensive experience in both the public and private sectors, insurance law and regulatory matters, Sha'Ron practices at the intersection of government affairs and advocacy, insurance law and regulation, and policy development and execution. She represents domestic and international insurance companies and insurance-related entities throughout Florida, before the Florida Legislature, Office of Insurance Regulation, and other State Agencies.

Sha'Ron remains at the forefront of today's most important insurance industry issues, particularly those related to solvency, insurance rate and form filings, licensing, market conduct and advances in technology and innovation impacting the insurance industry. A recognized speaker, educator, author and thought leader on topics related to insurance law,

regulation and public policy, Sha’Ron strives to be the catalyst for bridging the gap between government and companies engaged in the business of insurance. Sha’Ron is proud to have served three State of Florida CFOs throughout her many years of public service, including Alex Sink, Jeff Atwater, and Jimmy Patronis. As Insurance Consumer Advocate, Sha’Ron represented the general public and insurance consumers before the Florida Legislature, the Department of Financial Services, the Office of Insurance Regulation, and the Agency for Healthcare Administration in a myriad of insurance regulatory and public policy matters. As a policyholder advocate, she championed key healthcare legislation that led to reforms in unfair consumer billing practices, intervened in triple digit long-term care insurance rate filings and in the proposed merger and acquisition of two of the largest health insurance carriers in the country.

Sha’Ron has extensive experience as a lobbyist and legislative advocate, having championed key legislation and public policy reforms that have been modeled in states around the country. As a result of her legislative advocacy, Sha’Ron has been cited in national publications such as the Kaiser Family Foundation, the Brookings Institution, and Consumers Union. She has also been invited to present to the National Governors’ Association, the National Association of Insurance Commissioners, and the United States House of Representatives Subcommittee on Health, Employment, Labor, and Pensions.

Sha’Ron is dedicated to being an asset when it comes to strategic leadership to organizations across the state of Florida and throughout her local community. Her involvement in the community emphasizes her dedication to economic development, diversity and inclusion, and public service. She currently serves as the Chair of the Community & Prosperity Committee for the Greater Tallahassee Chamber of Commerce, Immediate Past President of the Florida Chapter of the National African American Insurance Association and a member of the Board of Trustees for HCA Florida Capital Hospital. A member of Leadership Florida Class 37, Sha’Ron served as a member of the Florida Hurricane Loss Projection Methodology Commission, the Florida Workers’ Compensation Joint Underwriting Association Board of Directors, the Florida Workers’ Compensation Insurance Guaranty Association Board of Directors, the National Council on Compensation Insurance (NCCI) Appeals Board and the Citizens Property Insurance Company Consumer Services Committee.

Sha’Ron’s experience as both a strategic advisor, advocate, and problem-solver support her drive to understand each client’s specific legal and business objectives. Sha’Ron is committed to clear and concise communication with industry leaders, in analyzing and discussing complex laws, regulation and policy, as well as in designing and executing compelling arguments and client positions before government. Her dedication is manifest in her drive to find regulatory and public policy solutions that make sense for those she serves.

Representative Matters

- Led litigation and recovery efforts in the state’s largest insurance insolvency (\$4 billion) on behalf of policyholders, in *Florida Department of Financial Services as receiver of Southern Family Insurance Company, Atlantic Preferred Insurance Company, and Florida Preferred Insurance Company* (collectively “Poe Insurers”), 2009-15
- Brief for the Office of Insurance Regulation as Amicus Curiae, *Office of Insurance Regulation vs. State Farm Florida Insurance Company*, 213 So. 3d 1104, Fla. 1st DCA 2017
- Amicus Curiae Memorandum of Law for Jeff Atwater, in his official capacity as Chief Financial Officer of the State of Florida in *United Insurance Company of America vs. Atwater*, 2016

Honors

- Tallahassee Woman Magazine, Women Who Mean Business Innovator Award, 2021
- Insurance Business America, Leading the Change, 2020
- Tallahassee Barristers Association Hall of Fame, 2019
- Tallahassee Community College, Women’s History Month Trailblazer, 2018
- Girl Scouts of the Florida Panhandle, Woman of Distinction, 2018
- Tallahassee Democrat, 25 Women You Need to Know, 2015
- Greater Tallahassee Chamber of Commerce Leadership Pacesetter Award, 2011
- Florida A&M University’s 40 Alumni Under 40 Award, 2010

Publications & Presentations

- “Pathways to Diversity & Inclusion in the Court”, Presenter, National College of Probate Judges, 2022 Fall Conference, 2022
- “Building Prosperity: Improving Economic Opportunity for All”, Moderator, Tallahassee Annual Chamber Community Conference, 2021
- “How I got Here” Podcast episode 8, hosted by Dave Fiore, 2021
- [Florida Automobile Insurance Law](#) (Eleventh Edition) – Chapter 2: The Ratemaking Process, 2020
- “Tallahassee Leads Here: Balance Competing Interests to Deliver Results”, Webinar, 2020
- “Lessons Learned: Creating Cohesion”, Insurance Business America, Women in Insurance, Speaker, 2019
- “Legal Considerations of Investing in Social Enterprise”, Institute of Nonprofit Innovation and Excellence, Speaker, 2019
- “The Future Is Now: Litigation Trends and the Rising Frequency & Severity of Claims,” Florida Senior Living Association’s Senior Living Conference, Speaker, 2019
- “Tallahassee Active Lifelong Leaders”, Speaker, 2019

Professional Associations & Memberships

- National African American Insurance Association of Florida, president, 2018-present
- Leadership Florida, Class 37
- Tallahassee Women Lawyers, past president
- National Bar Association, Virgil Hawkins Florida Chapter, past president

Civic & Community Service

- Big Bend Minority Chamber of Commerce, board of directors, 2021
- Leadership Tallahassee
 - Board of governors, chair, 2020-present
 - Class 21, 2003-04
 - Justice Day Program chair, 2004, 2006, 2017
 - Board of governors, 2007-2011, 2018-19, 2019-20
 - Curriculum chair, Class 26, 2008-09
- Greater Tallahassee Chamber of Commerce
 - Chair-Elect, 2023-present
 - Executive Committee, 2019-present
 - Community & Prosperity Committee, chair, 2020-present
 - Board of governors, 2019-present
- Tallahassee-Leon County Commission on the Status of Women & Girls, 2014; chairwoman, 2016
- PACE Center for Girls-Leon
 - Vice-Chairperson, 2014
 - Chairperson, 2016, 2017
- Refugee House Board of Directors
 - First Vice President, 2005-2007
 - Executive Committee, 2005-2007
 - Executive Director Search Committee, 2004-05
- Oasis Center for Women and Girls, Founding Member
- National Kidney Foundation of Florida – Executive Committee
 - Patient & Public Education, Chair; Minority
 - Outreach Chair; Big Bend Chapter, Founder, 2002-2006
- National Kidney Foundation
 - National Operations Committee, Member, 2006-07
- Steele-Collins Charter School/ Bethel Empowerment Foundation
 - Vice-Chair, 2004-05
- Delta Sigma Theta Sorority, Inc.- Tallahassee Alumnae Chapter, Member
 - Social Action Chair, 2005-2007
 - Co-Chair, Delta Days at the Capitol, 2006, 2009
 - Carrie P. Meek Servant Leadership Award Chair, 2007-2013

