



DEPUTY DIRECTOR GENERAL

MINISTRY OF TOURISM, INVESTMENTS & AVIATION

MRS. LATIA DUNCOMBE, DDG

Latia Duncombe is a Bahamian business professional, leveraging over twenty-five (25) years of cross-industry experience to promote personal and organizational success. She is an authentic transformational leader driven by her passion for excellence, learning, and her country. The teachings of Steven Covey inspire her leadership style; she seeks first to understand and encourages multidirectional collaboration.

Coming from humble beginnings on the island of Abaco, Latia firmly believes that one's start-point does not define their identity or pre-determine their path in life. This ideology has led to local and international responsibilities in The Bahamas, Cayman Islands, and Turks & Caicos Islands. Latia has a strong background in sales, marketing, public relations, branding, finance, business analysis, and reporting. She also has a wealth of multi-industry experience spanning Banking & Finance, Wholesale and Retail Foods, Beverage Distribution, and most recently the Fuel Industry.

Over the last 10 years, Latia was employed as a Senior Executive and the Head of Sales & Marketing for Rubis Bahamas and Rubis Turks & Caicos Limited. Latia was responsible for the strategic direction, sales growth, new business development, marketing, branding, and public relations in both countries. Latia holds an MBA with Merit from the University of Liverpool, an Associates of Arts in Accounting with Distinction from the Bahamas Baptist Community College, and is an Affiliate of the Chartered Management Institute (CMI). She believes that learning is a lifelong pursuit and promotes a culture of continuous growth and development. Latia is equally committed to charitable and community work, and she recognizes the value of service to others. She currently serves as a REACH (Resources and Education for Autism Relates Challenges) board member. Latia is a former Miss World Bahamas, youth parliamentarian, and Red Cross volunteer. She also served as the Director of Finance for the Miss Bahamas Organization and as an International Pageant Judge.

Latia attends Believers Gospel Chapel and is married to Othniel Duncombe. Their seventeen-year union has blessed them with two energetic sons, Tré and Zion.

ABOUT THE BAHAMAS

The islands of The Bahamas have a place in the sun for everyone. Each island has its own personality and attractions for a variety of vacation styles with some of the world's best scuba diving, fishing, sailing, boating, as well as shopping and dining. The destination offers an easily accessible tropical getaway and provides convenience for travelers with preclearance through U.S. customs and immigration, and the Bahamian dollar is on par with the U.S. Dollar.

Do everything or do nothing, just remember *It's Better in the Bahamas*. For more information call 1-800-Bahamas or visit www.bahamas.com or look for The Bahamas on the web on Facebook, Twitter and Youtube.

