



Masha Tsinberg

STRATEGIC BRANDING · BUSINESS GROWTH · LASTING IMPACT

Be Seen. Be Heard. Be Remembered.

EXECUTIVE BIOGRAPHY

Masha Tsinberg is an executive, brand strategist, and marketing leader with more than 25 years of experience helping businesses, professionals, and entrepreneurs build credibility, increase visibility, and create sustainable growth. She is the founder of Masha Tsinberg Consulting, LLC, bringing a rare combination of executive leadership and hands-on brand-building expertise to every engagement.

Her executive career includes fifteen years leading marketing and public relations before being promoted to Chief Operating Officer, a role she held for five years — twenty years in total with the same organization. She led strategic marketing campaigns and corporate branding initiatives, then expanded her scope to oversee company-wide strategy and execution across marketing, engineering, and operations.

Today, Masha translates that executive-level discipline into brand strategy, marketing, digital presence, PR and media positioning, business development, and fractional COO support for entrepreneurs, executives, physicians, real estate professionals, luxury brands, and technology and professional-services firms — building brands that create genuine credibility, visibility, opportunity, and measurable growth.

- ✓ 25+ Years of Executive Leadership, Including 5 as Chief Operating Officer
- ✓ Brand Strategy, Marketing & Business Development Expertise
- ✓ Luxury Brand Positioning, PR & Executive Visibility
- ✓ Trusted Advisor and Fractional COO for Growing Organizations

TRUSTED BY

Key Digital · Clarion Psychiatry · Green & Solar Works · Washington Square Group · Comprehensive Designs · Digital Hi-Fi · Elite Design Systems · Loyal Home Care · Valeriia Adaeva · Curl Salon