



MEDIA & PRESS

Leadership. Expertise. Influence.

With more than 25 years of executive leadership, Masha Tsinberg has built a career at the intersection of brand strategy, marketing, operations, technology, entrepreneurship, and relationship building. This sheet highlights selected coverage, interviews, and media appearances from her professional journey.

IN THE NEWS

- **Masha Tsinberg Brings Branding, Community and Philanthropy Together at Southampton Charity Event**

Southampton, NY — August 2026

Founder of Masha Tsinberg Consulting, LLC combines 25+ years of brand strategy and business leadership with a commitment to philanthropy, supporting Mishpacha Children's Home in Odesa, Ukraine.

- **Key Digital Celebrates 25 Years of Innovation in Digital Video Technology**

GLOBE NEWSWIRE — March 8, 2024

Coverage of Key Digital's 25th anniversary highlighting Masha Tsinberg's parallel milestone: 25 years with the company and five as Chief Operating Officer.

- **From Marketing Leader to Chief Operating Officer**

Executive Biography

A look at Masha's 15 years leading marketing and public relations before her promotion to COO, and how that foundation shaped her approach to brand strategy.



STRATEGY. VISIBILITY. GROWTH.

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Available For Interviews & Features

Interview & Speaking Topics

Masha is available for interviews and expert commentary on:

- Business Development
- Business Growth
- Fractional COO Leadership
- Women in Business
- Digital Transformation
- Luxury Brand Marketing
- Career Reinvention
- Philanthropy & Business
- Marketing Strategy
- Executive Leadership
- Entrepreneurship
- Building Strategic Relationships
- Creating Successful Events
- Personal Branding
- Networking & Influence

Podcast Topics

- **From Marketing Executive to COO**
Lessons from more than two decades of executive leadership.
- **How to Build a Brand That People Remember**
Why positioning, credibility, consistency, and relationships matter.
- **The Power of Strategic Relationships**
How networking evolves into partnerships, opportunities, and growth.

Press Releases

- Masha Tsinberg Consulting Expands Executive Brand Strategy, Marketing and Business Development Services
- Masha Tsinberg Celebrates 25+ Years of Executive Leadership and Business Experience
- Masha Tsinberg Supports Philanthropic Initiatives Through Strategic Events and Community Engagement

For media inquiries, interviews, or speaking engagements, please reach out.

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