MASHMAN INVESTMENTS

A private investment firm built on a personal branding advantage.

Equity investments, positions, and acquisitions, each carrying the personal branding discipline of Mashman Consulting Group. Stake to Standing.

2022	3	2024	5
FOUNDED JANUARY 3	WAYS IN: EQUITY, POSITIONS, ACQUISITIONS	REFILED IN ARKANSAS	PERSONAL BRAND PILLARS MEASURED

ABOUT THE FIRM

Mashman Investments, as Written.

Mashman Investments is a private investment firm that utilizes years of experience in personal branding and executive visibility, to give acquisitions and equity investments unrivaled competitive advantages. Founded January 3, 2022, and based in Little Rock, Arkansas, the firm takes equity investments, positions, and acquisitions. Learn more at mashmaninvestments.com.

THE APPROACH

Three Ways In.

Equity Investments
Capital placed directly into a company's ownership, weighed alongside the strength (or the potential) of the brand behind it, corporate or personal.

Positions
A deliberate holding, built and maintained on purpose. Positioning language sits in the same conversation as financial language from the outset, not bolted on afterward.

Acquisitions
Full ownership, taken where the personal-branding discipline Isaac Mashman built at Mashman Consulting Group can change how a company is run and perceived, not only who holds the title.

THE FOUNDER



Isaac Mashman.

Isaac Mashman is the founder of Mashman Consulting Group, a personal branding consultancy, and the author of *Personal Branding: A Manifesto on Fame and Influence*, now in its second edition and a #1 New Release in Public Relations on Amazon. Born in Jacksonville, Florida, and based in Little Rock, Arkansas, he also owns Mashman Properties and Mashman Investments.

FAST FACTS

CATEGORY	Private investment firm
FOUNDED	January 3, 2022, in Florida; refiled in Arkansas in 2024
BASED	Little Rock, Arkansas
FOCUS	Equity investments, positions, and acquisitions
THESIS	Stake to Standing: capital buys a stake; positioning turns it into standing

APPROVED LINES

Founded January 3, 2022

Stake to Standing.

A private investment firm that utilizes years of experience in personal branding and executive visibility, to give acquisitions and equity investments unrivaled competitive advantages.

Quoted three times in Forbes

#1 New Release in Public Relations on Amazon

Each line is used exactly as written.

RECENT RELEASES

Mashman Investments Relaunches Its Website and Sets Out the Personal Branding Advantage Behind Its Capital
September 24, 2026

Every release: mashmaninvestments.com/news