

BASYA BENSHUSHAN



Contact: Sahar Paz | sahar@pinkcilantro.com

BIOS

Short Bio

Basya Benshushan is a Houston native and the CEO of PinkCilantro, an award winning advertising agency. Basya started her career as an independent consultant and quickly earned a reputation for ROI-rich campaigns.. She helped steer Fortune 100 and Fortune 500 companies towards a common understanding: the more the world moved into a digital age, the more people leave their fingerprints across the internet, the more businesses need to have left footprints for their audience. A digital junkie and a mother of three, Basya understands that her daily fuel is made up of data points, innovation, and learning from the world around you.

Spoken Bio / Introduction

Strategy. It's one of those things you can't change. When Basya began her career with paint brushes and problems to solve, she developed an appreciation for creating something perfect, for a variety of audiences. A childhood taste for computers and data morphed her art into a creating solutions digitally, adding her own art savvy to an internet generation fueled by modem sounds and friend requests. Basya helped steer businesses towards a common understanding: the more the world moved into a digital age; the more people leave their fingerprints across the internet; the more businesses need to have left footprints for their audience. A digital junkie and a mother of three, Basya understands that her daily fuel is made up of data points, innovation, and learning from the world around you. Please help me welcome today's speaker, the founder and CEO, of the award-winning Advertising Agency, PinkCilantro - Basya Benshushan (pronounce: bas-ya ben-shu-shan).



BASYA BENSHUSHAN



Contact: Sahar Paz | sahar@pinkcilantro.com

BIOS

Long Bio

Under the helm of Basya Benshushan, PinkCilantro became an award-winning advertising agency within two year of its inception.

Basya's keen ability to understand the market feeds her approach of staying accountable to the metrics and aligning the data to achieve business objectives. This philosophy matured over a decade of consulting medium and large organizations on their marketing mix, with a focus on their digital brand strategies.

Basya's track record of consistently winning for her clients' in the digital space was quickly recognized by Fortune 100 and Fortune 500 companies, from this PinkCilantro was launched as a Social First Digital Agency in 2014. Since then Basya has led a culturally diverse team to create ROI-rich campaigns that have been recognized by the American Marketing Association and International Association of Business Communicators.

As a CEO and thought leader in an industry that has the power to shift the market and society with its messaging and tactics, Basya is an advocate of honest and accountable advertising, she champions this message in her keynote presentations.

Basya is the host of Show Up, a web-series and podcast that is currently being produced to launch. Basya interviews thought leaders across industries on how they choose to show up, stay accountable and push innovation.

Basya often refers to her three daughters as her competitive advantage, thanks to them she has won most of her negotiations before she enters the boardroom. She currently resides in Houston with her husband and three daughters.

