



Eric Chow

MEDIA KIT

Eric Chow

Media Kit.

Chief Operating Officer, Mashman Consulting Group.
Approved bios, facts, quotes, and boilerplates for press and
event organizers.

ERICCHOWREAL.COM/MEDIA-KIT

ERIC@MASHMANCG.COM

FAST FACTS

The Record, for Reference.

NAME	Eric Chow
TITLE	Chief Operating Officer, Mashman Consulting Group
BASED	Union City, California, United States
WORKING WITH	Isaac Mashman, founder of Mashman Consulting Group, since 2019
METHODOLOGY	Identity Positioning™, co-developer
BOOK	Personal Branding: A Manifesto on Fame and Influence, Second Edition (Mashman Publishing, March 7, 2025): editor and foreword author
PODCAST	The Eric Chow Empowers Podcast, 2019 to 2023, listeners in 96 countries. Archived.
WRITING	Chow's Choice, and Medium as @ericchowreal
HANDLE	@ericchowreal on LinkedIn, Instagram, YouTube, X, Facebook, and Medium
EMAIL	eric@mashmancg.com. For Mashman Consulting Group: contact@mashmancg.com

BIOS

Three Lengths, as Written.

Short Bio

61 WORDS

Eric Chow is the Chief Operating Officer of Mashman Consulting Group, a personal branding consultancy, and a co-developer of its Identity Positioning™ methodology. He edited the Second Edition of Personal Branding: A Manifesto on Fame and Influence and wrote its foreword, and hosted The Eric Chow Empowers Podcast, which reached listeners in 96 countries. He is based in Union City, California.

Medium Bio

116 WORDS

Eric Chow is the Chief Operating Officer of Mashman Consulting Group (MCG), a private consulting firm specializing in personal branding, reputation architecture, and executive visibility. Isaac Mashman, the firm's founder, is its visionary and its face; Eric works behind the scenes, and in the room for the firm's executive appearances. Academic in his approach and logic-led, he is the intrapreneur beside the entrepreneur.

He is credited with helping found Identity Positioning™, MCG's proprietary methodology, and he edited the Second Edition of *Personal Branding: A Manifesto on Fame and Influence* and wrote its foreword. From 2019 to 2023 he hosted The Eric Chow Empowers Podcast, with listeners in 96 countries. He is based in Union City, California.

Long Bio

249 WORDS

Eric Chow is the Chief Operating Officer of Mashman Consulting Group (MCG), a private consulting firm specializing in personal branding, reputation architecture, and executive visibility, headquartered in Little Rock, Arkansas. Isaac Mashman, who founded the firm, is its visionary and its face. Eric works behind the scenes, and in the room for the firm's executive appearances. Isaac brought him in to help grow the firm from a technical and nuanced standpoint: where Isaac is the entrepreneur, quick to act, Eric is the intrapreneur, academic in his approach, logic-led, slower and more calculated.

The two met in August 2019, when Eric, a new podcaster, answered Isaac's call for a podcast tour and interviewed him on episode 5 of The Eric Chow Empowers Podcast. Eric went on to serve Mashman Ventures as an advisor and board member, and from 2021 as its Chief Consultant, overseeing client relationships and heading its consultant division.

Eric is credited with helping Isaac found Identity Positioning™, the methodology behind MCG's client work: their conversations over the years shaped the philosophy itself. He edited the Second Edition of *Personal Branding: A Manifesto on Fame and Influence* (Mashman Publishing, 2025) with Michelle Fongeallaz and wrote its foreword.

From 2019 to 2023 he hosted The Eric Chow Empowers Podcast: interviews with people who had overcome difficult life challenges, and monologues on decisions, confidence, and self-image, with listeners in 96 countries. He writes *Chow's Choice*, on operations, leadership, and the books worth reading. He is based in Union City, California.

QUOTES

In His Own Words.

"Our personal brand is the recognition our name gets, what we're associated with, and the reputation it carries in terms of character and credibility."

FOREWORD, THE MANIFESTO

“Do you know what you need to know? Or can you definitely acquire what you need to know to make that decision?”

THE ERIC CHOW EMPOWERS PODCAST, EPISODE 66

“It’s a lot harder to push a piece of string forward than to pull it with you. Instead of pushing people, I had to elevate myself, so I could pull.”

MEDIUM, 2022

“Caring about other people is an absolute strength in life and in business.”

MEDIUM, 2021

“The first step to change your life is to change your self-image.”

THE ERIC CHOW EMPOWERS PODCAST, EPISODE 52

“Your job, as the receiver of advice, is to ask whether their advice makes sense within the context of your life.”

THE ERIC CHOW EMPOWERS PODCAST, EPISODE 6

BOILERPLATES

About Sections for Releases.

About Eric Chow

NEWSROOM BOILERPLATE

Eric Chow is the Chief Operating Officer of Mashman Consulting Group, a co-developer of its Identity Positioning™ methodology, and the editor and foreword author of the Second Edition of Personal Branding: A Manifesto on Fame and Influence. He is based in Union City, California.

About Mashman Consulting Group

COMPANY BOILERPLATE

Mashman Consulting Group (MCG) is a private consulting firm specializing in personal branding, reputation architecture, and executive visibility. Founded by businessman and author Isaac Mashman on July 18th, 2024, the firm optimizes, positions, and scales personal brands of emerging to established executives & public figures, leading to influence, credibility, and market demand. MCG operates at the intersection of perception, strategy, and psychology, crafting brands that transcend industries and endure cultural shifts. By leveraging current and future technologies while rejecting superficial tactics, the firm’s proprietary framework, Identity Positioning™, delivers a disciplined, macroscopic approach to reputation development, rooted in organic growth, authority, and precision. Headquartered in Little Rock, Arkansas, MCG is redefining how the world interprets and understands personal branding. If you would like to learn more or be connected with a Consultant, visit mashmancg.com.

CONTACT

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