



**CELEBRATING  
30 YEARS**



**2018 Women In Real Estate, Professional Services: Marianna Shafir, Smarsh**

September 18, 2018 - Spotlights



Name: Marianna Shafir

Title: Corporate Counsel and Regulatory Advisor

Company Name: Smarsh

Real estate association / organization affiliation(s): Association of Corporate Counsel (ACC)

What are some of your biggest accomplishments in the last 12 months?

Writing monthly regulatory articles and having them published by online news outlets. In addition, clients have cited my articles as a reason why they want to deepen their relationship with the company to improve their processes, policies, and overall proactive approach to compliance.

How important is it for women to create a personal brand?

It's extremely important for women to create personal branding. Personal branding has the potential to reshape the leadership landscape, contributing to desired inclusivity and diversity in the leadership ranks. The recent women's movement is changing the world and it's more important now to self-promote and influence others.

What do you do like to do for fun?

For fun, I enjoy travelling and exploring different cultures. I also like music, attending concerts and theatre.

In one word, describe yourself:

Motivated

What blogs, resources, podcasts or influencers have helped you?

The COO of Facebook, Sheryl Sandberg has influenced me. She is a one of the most influential female executives, leader in the tech industry, and supports women empowerment.

How many messages are in your inbox right now and how do you manage email?

I have 25 messages in my inbox. I manage my inbox frequently by checking the messages. I also organize my mailbox and filter out spam messages and setup folders. I save most of the messages in the applicable folder and flag the to-do messages. For critical messages, I set a to-do reminder.

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