

Contact

m@simplevenue.com

www.linkedin.com/in/michael-sinensky-26646379 (LinkedIn)

Top Skills

Nonprofit Organizations

Business Development Consultancy

Healthcare

Michael Sinensky

Powerus SVP of Marketing; SimpleVenue & Sushi by Bou Founder; Worldwide Friends Foundation (Friends of Rockaway, UkraineFriends.org, IsraelFriends.us, ChabadFriends.org) United States

Summary

I serve as SVP of Marketing at Power.us (Autonomous Power, Inc.), where I lead brand, marketing, and communications strategy across Powerus and its operating subsidiaries. My focus is building a clear, consistent market-facing story that connects product progress to customer demand, partner confidence, and investor understanding, while maintaining disciplined, accurate public communication. Before Power.us, I spent more than two decades building, operating, and advising businesses across hospitality, health care, and entertainment. I founded Simplevenue, where I developed and scaled micro-concept hospitality brands including Sushi by Bou, Sushi Suite, Omakaseed, Sushi by Bae, and others, with locations across the United States and Puerto Rico. That work required brand stewardship, operational execution, and consistency at scale. After COVID, I relocated to Puerto Rico and launched MAS USA MGT, an operator-led advisory firm supporting hospitality, health care, and drones and autonomous systems organizations. The firm focuses on operational execution, growth strategy, communications, and business process support, including partner coordination and procurement management, helping teams run efficiently as they scale. During the same period, I expanded into medical supply logistics, sourcing and distributing PPE and medical equipment to health systems, large enterprises, and government agencies. That effort contributed to the growth of WeShield (Assure Global), which was later recognized on the Inc. 5000. I also founded the Worldwide Friends Foundation, supporting community-based initiatives including disaster recovery, international relief, and faith-based organizations. Across industries, I've focused on execution, adaptability, and trust. I bring an operator's mindset to leadership roles, emphasizing clarity, accountability, and durable value creation.

Experience

Powerus

SVP of Marketing

January 2026 - Present (5 months)

United States

I serve as SVP of Marketing at Powerus (Autonomous Power, Inc.), leading marketing and communications strategy across the Powerus platform and its subsidiaries.

Powerus is building a U.S.-led industrial platform for unmanned and autonomous systems serving defense and critical infrastructure, with a focus on scaling field-tested technologies through American manufacturing and strategic expansion.

In this role, I work closely with leadership to ensure the company communicates clearly and accurately with investors, partners, and external stakeholders, consistent with public company expectations. My work includes corporate narrative alignment, investor communications support, disclosure discipline, media strategy, and stakeholder communications.

I focus on building marketing and communications functions that support long-term value creation by reducing message drift, strengthening process, and maintaining credibility through clarity over hype.

Previously, I built and scaled multi-location businesses and led brand and communications efforts at scale. I bring an operator's mindset to marketing and communications, with an emphasis on discipline, repeatable execution, and trust.

ChabadFriends.org

Co-Founder

April 2025 - Present (1 year 2 months)

New York, New York, United States

About ChabadFriends.org

ChabadFriends.org is a grassroots initiative dedicated to strengthening Jewish identity, unity, and continuity in a time of rising antisemitism and global uncertainty. Powered by Worldwide Friends Foundation, our mission is to support the Chabad movement and its frontline leaders as they bring Jewish life, love, and leadership to every corner of the world.

Formed in response to the alarming climate toward the Jewish community following the October 7th attacks, ChabadFriends.org empowers Chabad rabbis, campus shluchim, and Jewish communities with the resources they need to inspire, protect, and grow the Jewish future.

Founded by a passionate team of Jewish leaders and public figures — Elizabeth Pipko, Michael Rapaport, and Matisyahu — the organization is driven by both personal conviction and global urgency.

Key initiatives include:

- Funding pop-up kosher dining experiences (like Fins & Scales) to bring joy and Jewish pride to students on embattled college campuses
- Launching Chabad Friends Matchmaking to offer affordable, high-touch Jewish matchmaking services
- Providing grants, security aid, and outreach support to Chabad centers in high-risk or underserved areas
- Building a growing network of ambassadors, donors, and influencers committed to Jewish resilience

ChabadFriends.org is more than a support system — it's a movement. One built on courage, compassion, and the belief that the Jewish future must not just be defended — it must be strengthened and celebrated.

MAS USA MGMT

Managing Partner

December 2023 - Present (2 years 6 months)

Dorado, Puerto Rico

- Managed virtual consultations for marketing and operations in the hospitality and healthcare sectors for US companies.
- Developed strategic plans to optimize client performance and increase revenue.
- Implemented innovative solutions to drive growth and improve operational efficiency.

IsraelFriends.us

Co-Founder

October 2023 - Present (2 years 8 months)

Tel Aviv District, Israel

About IsraelFriends.us

IsraelFriends.us is a rapid-response initiative dedicated to standing with the people of Israel in times of crisis. Formed in the wake of the October 7th terrorist attacks, our mission is to protect, support, and strengthen Israeli communities through targeted aid, emergency relief, and long-term recovery efforts.

Powered by Worldwide Friends Foundation, IsraelFriends.us has raised over \$50 million as of May 2025, delivering critical support to those on the front lines and those most affected by terror and war. Our initiatives include:

- Supplying protective gear and life-saving medical equipment to IDF units and first responders
- Providing food, shelter, and trauma support to displaced families and terror survivors
- Supporting orphaned children and families of fallen soldiers with direct aid and long-term care
- Strengthening global Jewish unity through security, education, and cultural continuity programs

We work hand-in-hand with trusted Israeli NGOs, government partners, and global networks to ensure fast, transparent, and effective impact.

IsraelFriends.us is more than just an emergency fund — it's a bold statement of solidarity. Am Yisrael Chai.

Ukraine Friends

Co-Founder

March 2022 - Present (4 years 3 months)

Lviv, Ukraine

About UkraineFriends.org

UkraineFriends.org is a humanitarian initiative dedicated to supporting the people of Ukraine in their time of greatest need. Launched in early 2022 in response to the Russian invasion, our mission is to provide critical aid, medical support, evacuation assistance, and long-term recovery resources to individuals and communities devastated by war.

Through trusted partnerships with Ukrainian officials, NGOs, and international relief organizations, UkraineFriends.org has:

- Delivered millions of dollars' worth of medical supplies and protective gear
- Facilitated evacuations for vulnerable civilians, including children and the elderly

- Donated hundreds of laptops to orphaned children and remote students whose schools were destroyed, enabling continued education and connection
- Provided food, temporary shelter, and trauma counseling to displaced families
- Supported the rebuilding of hospitals, schools, and critical infrastructure

Our efforts are rooted in the belief that freedom, dignity, and sovereignty must be defended — and that global friendship can bring both immediate relief and long-term hope.

UkraineFriends.org has raised over \$35 million to date and is powered by Worldwide Friends Foundation, which has raised over \$110 million for high-impact humanitarian work across the globe.

Worldwide Friends Foundation LLC

Co-Founder

March 2022 - Present (4 years 3 months)

Dorado, Puerto Rico

About Worldwide Friends Foundation, LLC

Worldwide Friends Foundation, LLC is a mission-driven philanthropic organization committed to responding to global crises and supporting communities in need. Founded in the wake of the COVID-19 pandemic, our work spans emergency relief, humanitarian aid, and long-term recovery efforts across the globe.

To date, we have raised and deployed over \$110 million to high-impact initiatives, including:

- Friends of Rockaway – Rebuilding homes and lives after Hurricane Sandy
- UkraineFriends.org – Delivering aid and evacuation support during the war in Ukraine
- IsraelFriends.org – Providing emergency response and resilience resources following the October 7th attacks
- ChabadFriends.org – Empowering Jewish continuity, security, and unity through grassroots initiatives and outreach

Our team works hand-in-hand with vetted nonprofit partners, government agencies, and community leaders to ensure resources reach those who need them most — quickly, transparently, and effectively.

Worldwide Friends Foundation is where rapid response meets long-term impact. Worldwide Friends with benefits.

simplevenue

Founder at simplevenue

2016 - Present (10 years)

New York, NY

simplevenue connects experiential food and beverage concepts with world class venues to transform under-utilized real estate into revenue generating spaces.

WeShield

5 years 2 months

Founder

April 2020 - May 2025 (5 years 2 months)

United States

Chief Executive Officer

May 2020 - December 2023 (3 years 8 months)

New York City Metropolitan Area

Assure Global d/b/a WeShield.us

Founding Partner

January 2015 - December 2023 (9 years)

United States

Assure Global LLC, d/b/a We Shield is a US based PPE, medical device, and cleaning products distributor for the North American market. WeShield.us

Manhattan Chamber of Commerce

Board Member

2015 - December 2023 (8 years)

New York, NY

Manhattan Chamber of Commerce (MCC) is a vibrant business membership organization comprised of a cross section of 10,000 business members and subscribers ranging from sole proprietors to large corporations and multi-national firms.

NYC Hospitality Alliance

Board Member

2014 - December 2023 (9 years)

New York, NY

The New York City Hospitality Alliance (The Alliance) is a not-for-profit association founded in 2012 to represent and serve restaurant and nightlife establishments throughout the five boroughs. Home to more than 24,000 eating and drinking establishments, employing more than a quarter of a million people, our industry is vital to the economic footprint and social fabric of New York City.

FB Hospitality Group

CEO

2004 - January 2023 (19 years)

Greater New York City Area

FB Hospitality Group is home to the best bars and restaurants NYC has to offer. With over a dozen locations in Manhattan, FB Hospitality is the premier group to host your next happy hour, corporate event or birthday party.

Friends of Rockaway

Co-Founder

2012 - May 2022 (10 years)

New York, NY

Friends of Rockaway (FoR) is a community-based nonprofit organization founded in response to the devastating effects of Hurricane Sandy on the Rockaway Peninsula. Now operating as a local affiliate of the St. Bernard Project, we are rebuilding homes for Sandy-impacted families, who were displaced from the storm and cannot afford to rebuild on their own.

Ai Assist Powered by Conversica

Owner

2016 - August 2020 (4 years)

New York, NY

Artificial Intelligence Prospecting, Lead Generation, Nurturing, & Sales Solutions.

Sushi by Bou, Sushi by Bae, Sushi Suite 1001

Managing Partner

2017 - May 2020 (3 years)

New York, NY

Sushi by Bou is an 8 seat Omakase sushi bar that offers a \$50 chef's choice meal in 30 minutes. Sushi by Bae is a high end Omakase experience for \$125/person featuring fish imported from Japan. Sushi Suite 1001 is the world's first hotel room turned restaurant.

Wildlife Conservation Society

Board Member

2015 - 2017 (2 years)

New York, NY

Wildlife Conservation Society is a New York City-based organization that currently works to conserve more than two million square miles of wild places around the world.

American Museum of Natural History

Board Member

2014 - 2015 (1 year)

New York, NY

The American Museum of Natural History, located on the Upper West Side of Manhattan, New York City, is the largest natural history museum in the world.

Education

New York University - Leonard N. Stern School of Business

Bachelor of Arts - BA, Finance & Marketing · (1997 - 2000)

Midwood High School, Brooklyn, NY

High School Diploma · (1994 - 1997)