

Alyssa Gelbard
Founder & CEO of Point Road Group

Alyssa Gelbard is the Founder and CEO of Point Road Group, a global personal branding and consulting firm that helps companies and executives make powerful impressions to achieve their goals.

Alyssa leads a talented Point Road Group team that advises diverse companies and individual executives. She is an expert and engaging speaker on personal branding, LinkedIn, virtual presence, networking, communications and career advancement.

Her unique perspective on personal branding, corporate branding and professional advancement stems from a background in strategic marketing, branding and communications, where she held leadership roles in the biomedical research, technology and sports & entertainment industries.

Alyssa serves on the Board of Directors of the NY Chapter of Financial Executives International (FEI) and is Career Management Chair. She is also an Advisory Board member of the Graduate Sports Management Program at Endicott College and Membership Chair of the NY Chapter of the Private Directors Association, where she is a Founding Member.

An instructor with the renowned 92Y in NY, Alyssa has been teaching a variety of professional development classes since 2015. She is an elected member of the Tufts University Alumni Council, co-chairing the Career Services Committee, and also co-chairs the Tufts Women's Network in NY.

Alyssa has an MBA in Marketing from NYU Stern School of Business and a BA in Sociology from Tufts University.