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F PROFILE

Massimiliano Tirocchi

Cofounder**Shapermint****Montevideo, Uruguay**

Massi Tirocchi cofounded Shapermint in 2018 to make it easier for women to shop for shapewear from a range of brands, including Hanes, Maidenform and Bali. As chief marketing officer, Tirocchi has emphasized body positivity in the company's social media ads; \$5 million in monthly spend has helped it attract four million customers, nearly half of whom had never purchased shapewear before. Shapermint has also launched its own brands, which will bring in 55% of its revenue in 2020, projected to be over \$150 million.

Forbes Lists

2021 30 Under 30 - Retail & Ecommerce

Education

Bachelor of Arts/Science, University ORT Uruguay

More on Forbes

Jun 25, 2021

From Drug Dealer To Harvard Educator: Why Brandon Fleming Believes Heart-First Teaching Is Key To Racial Equality

Fleming is the author of *Miseducated* and founder of the Harvard Diversity Project.

By **Alexandra Sternlicht** Forbes Staff

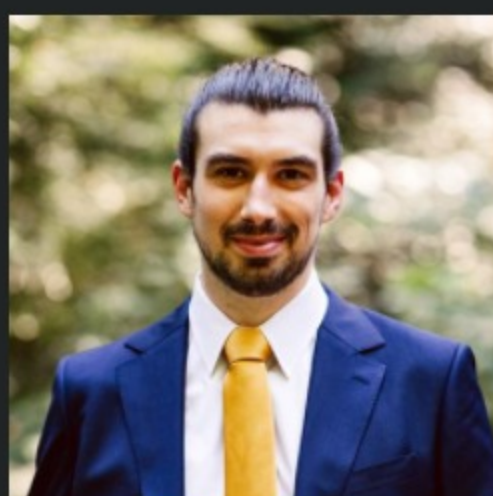
Jun 22, 2021

These Under 30 Alums Raised \$31 Million To Build A Shopify For Doctors And Dentists

NexHealth wants to help smaller healthcare practices compete with large systems by modernizing both the front-end patient experience and back-end administrative processes.

By **Katie Jennings** Forbes Staff **More from Forbes 30 Under 30 - Retail & Ecommerce 2021 List**[View Full List →](#)**Toybox Labs**

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**Black Wolf**

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