



NATASHA PONGONIS
Digital Communication Agency Owner
Data Analytic Solution Co-Founder
Culture & Consumer Insights Consultant
Speaker. Multilingual. Data-Driven Innovator.

Natasha Pongonis is the Co-Owner of Nativa Inc., an SBA 8(a) certified cultural communication agency with offices in Ohio and Arizona and she is the CEO of O.Y.E. Business Intelligence a data analytics solution that provides demographic and psychographic insights among the fastest-growing ethnic groups in the U.S.

Natasha is a creative and strategic communications expert with extensive marketing experience. She has developed key digital strategies for many Fortune 500 and Governmental clients aimed to engage, educate and develop brand loyalty among diverse audiences through her understanding of communication between cultures, traditions, and regional variations of Spanish. **Natasha is a passionate leader driving innovation, leadership, and cultural change.**

She is a native of Argentina who has worked with companies in Europe, and North and South America developing a strong sense of understanding the fast evolution of technology combined with changes in customer demographics and expectations. From a young age, Natasha was intrigued by the richness of diversity in the world and she decided to travel abroad to study Architecture and Urbanism. Natasha started her studies while living in Belgium and later continued her degree at the Catholic University of Cordoba, Argentina. She concluded her thesis studies at Università IUAV in Venice, Italy where she found her passion for marketing communication while working for a European firm. Being fluent in Spanish, English, French and Italian has always enabled Natasha to reach out and connect with a diverse audience across the globe. *“Understanding the impact of changes in population and how these dynamic forces affect not only consumer behavior, but the use of technology are key factors to ensure our client’s success.”* Pongonis said in an interview for the Columbus CEO magazine.

Before starting her journey as an entrepreneur, Natasha was a lead designer at Retail Design Collaborative in California, an award-winning leader in the design and architectural industry, her primary role was to enhance customer's brand experience through innovative and high-end design for national clients like AMC Theaters. Today, Natasha works with leading brands and government agencies using data-driven insights to guide the development of integrated marketing and communications strategies aimed to engage a variety of audiences across generations, for the past ten years, Natasha and her team has worked **Centers for Disease Control and Prevention (CDC), the Army National Guard, White Castle, MassMutual, and many more.**

BIG LOTS!

...**MassMutual**



Natasha has been invited to speak at different conferences and universities, she participated at SXSW's Diverse Founders Forum, the Open Data Science Conference in Boston, and in 2017 Natasha was invited to participate at a **roundtable at the White House to discuss priorities for Latina business owners in America** and received The Women in Business and Leadership Award by the US Hispanic Chamber of Commerce Foundation, she was also named one of twelve women on "Women Welding the Way 2016" by Women for Economic and Leadership Development (WELD) earning recognition from the U.S. Congress.

Natasha served on the Board of Directors of the Girl Scouts of Ohio, at the National Society of Hispanic MBAs (Prospanica), the Association of Latino Professionals for America (ALPFA), and the Hispanic Chamber of Columbus, Ohio. Natasha was part of the 3rd cohort of the prestigious **Stanford University's Latino Entrepreneur Leaders Program** and was invited by the U.S. State Department Civic Society 2.0, Women's Entrepreneurship in the Americas Initiative to join the TechCamp Global in Cali, Colombia representing U.S. female entrepreneurs.

Natasha lives in Columbus, Ohio with her husband and two children and she is a proud holder of the "hockey mom" title.

NOTABLE SPEAKING ENGAGEMENTS

- 2020 Workshop, OSU College of Engineering, Columbus, OH
- 2020 Webinar, Ruling Our eXperiences, Inc. (ROX)
- 2019 Speaker, National Conversation on Board Diversity, Otterbein University. Columbus, OH
- 2019 Featured Speaker, WELD, Leadership Series
- 2019 Featured Speaker, The National Hispanic Corporate Council (NHCC)
- 2019 Women's Leadership Conference, The Ohio State University. Columbus, OH
- 2019 Featured Speaker, SWSX Diverse Founder Forum. Austin, TX
- 2019 Featured Southwest Airlines' Key Influencer, CES. Las Vegas, NV
- 2018 The Society of Hispanic Professional Engineers National Convention. Cleveland, OH
- 2018 Featured Speaker, TechStars Startup Week. Boulder, CO
- 2018 Featured Speaker, Open Data Science Conference. Boston, MA
- 2017 Featured Speaker, WELD Woman, Leadership & Innovation Conference. Columbus, OH
- 2016 Featured Speaker, Ohio National Guard, Hispanic Heritage Month

**Additional speaking experience available upon request. –*

AWARDS and ACCOMPLISHMENTS

- 2020 Board Member, The National Contract Management Association (NCMA) Ohio Chapter
- 2020 **The Wharton School, Global Trends for Business and Society Certificate**
- 2019 Spectrum Award, Multicultural Marketing Award - American Marketing Association
- 2019 Phoenix Business Journal's Small Business Award, for O.Y.E. Intelligence software
- 2017 **White House, Latina Business Owners Round Table.** Washington D.C.
- 2017 Startup Street Pitch Winner for O.Y.E. Intelligence software
- 2017 Spectrum Award, Multicultural Marketing Award - American Marketing Association
- 2018 Corporate Board Member, Reitter Stucco & Co.
- 2016 **Stanford Grad School of Business, Latino Entrepreneur Leaders Program,** Stanford, CA
- 2016 USHCC BizPitch Winner for O.Y.E. Intelligence software
- 2016 At The Table Award, U.S. Hispanic Chamber of Commerce Foundation
- 2016 **U.S. Department of State Civic Society 2.0 TechCamp Global,** Cali Colombia
- 2016 Women You Should Know, Women for Economic & Leadership Development (WELD)
- 2016 **U.S. Congress Recognition, Women You Should Know**
- 2015 Honorable Mention, Enterprising Women Magazine Award
- 2014 **Latina Entrepreneur of the Year Award, Latina Style Magazine**

2014 Named in to top 50 History Makers, Columbus State Community College

