



Contact Information

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📍 *Columbus, OH*
Remote

Continuing Education

*The Wharton School,
2020, Certificate
Global Trends for Business
and Society*

*Stanford University Grad
School of Business, 2016
Latino Entrepreneur
Leaders Program. Fellow*

Education

*University of Venice, Italy.
1999 – 2000
Thesis in Architecture and
Urban Planning*

*Univ. Catholic of
Cordoba, Argentina
1995 – 1999
School of Architecture.
Major areas of study:
Architecture and Project
Management*

*Ohio State University,
1998, Student Exchange
Program. Landscape
Architecture*

CAREER SUMMARY

Natasha Pongonis is the co-owner of Nativa Inc. a data-driven multicultural communication agency with offices in Columbus, OH and Phoenix, AZ, and the co-founder at O.Y.E. Business Intelligence, a data analytics solution. An Argentinean native with over 20 years of national and international business communications experience developing key strategies to engage today's diverse consumer market through her understanding of communication between cultures, traditions, and variations of languages. Natasha is a quadrilingual global leader that understands how to connect diverse audience across the globe based on the dynamic changes in population and consumer behavior. Natasha calls Ohio home where she is actively engaged in the local innovation ecosystem associated with economic growth and leadership. Natasha has lead strategies and consumer marketing projects for several Fortune 500 and international companies like **P&G, Castrol Motor Oil, MassMutual, Big Lots, and FOX**, as well as federal agencies including the **CDC, Army National Guard, U.S. Air Force**, and currently she's developing an integrated communication campaign for the City of Columbus in response to Covid-19.

PROFESSIONAL EXPERIENCE

O.Y.E. Business Intelligence, Co-Founder, Columbus OH 2015-Present

- Participated in a venture capital business incubator program, 10X, secured seed funding, and first paid Beta tester, White Castle.
- Led the development of a proprietary technology solution and executed product roadmap to secure additional funding.
- Developed strategic business development to sign clients across key industries like MassMutual, ASU, JobsOhio, Kroger Pharmacy to further develop the machine learning technology.
- Expanded proprietary algorithm to integrate face recognition capabilities, heatmap, and influencer identification technology.
- Spoke and participated in national conferences, roundtable discussions, and universities focusing on innovation, changes in consumer behavior, data analytics, and women in STEM.

Nativa Inc., Co-Owner and Partner, Columbus OH 2008-Present

- Extensive experience in cultural marketing communications to reach and engage audiences in the US and LATAM; trends, insights, and marketing plan development.
- Lead market research, strategy creation, and implementation of cultural & bilingual campaigns for top leading brands that included Big Lots, CarMax, Dial Soap, HIV/AIDS awareness, several offices within the CDC, and other leading brands.
- Managed strategic partnership for Nativa as a prime and subcontractor with large agencies and top contractors, secured certifications and training for employees and contractor to meet regulations.



Languages

English; Fluent and strong communication

Spanish; Fluent and strong

French; Strong communication

Italian; Good communication

- Speake at national conferences and summits to discuss and share insights into current digital trends to reach and engage the Hispanic market.
- Spoke at national conferences, universities, and corporations about current digital trends, the use of emerging technologies, changes in consumer behavior, and how to reach diverse populations.

RDC (Formerly Retail Design Collaborative) Designer Architect
Costa Mesa, CA 2004-2008

Lead customer experience design projects for AMC Theaters and lifestyle centers throughout California.

- Operated as a liaison for AMC Theaters to ensure customer experience throughout all the stages of the designed process.
- Organized and created visual marketing material to assist clients in promoting new spaces.
- Developed and coordinated plans for Lifestyle Centers throughout the State of California

***Additional experience available upon request. –*

Awards & Recognitions

Spectrum Award, Multicultural Marketing, American Marketing Association

Women in Business and Leadership Award, U.S. Hispanic Chamber of Commerce

Enterprising Women Award, Honorable Mention

Latina Entrepreneur of the Year Award, Latina Style Magazine

Phoenix Business Journal Small Business Award, O.Y.E. Business Intelligence

U.S. Congress Recognition, Women You Should Know

BizTech Awards, Minority-Owned Business of the Year, Columbus Business First

SKILLS & AREAS OF EXPERTISSE

- **Management & Communication Skills:** Excellent oral and written communication skills, Efficient time management.
- **Leadership Skills:** Effective leader and problem-solving oriented.
- **Teamwork Skills:** Dependable, collaborative and inclusive nature.

Marketing Communications
 Brand Strategy & Positioning
 Cultural Strategist
 Market Segmentation
 Business Development
 Client Management
 Bilingual Content Strategy

CPG Strategies
 Market Research
 Customer Experience
 Data Analytics
 Media & Influencer Mgt.
 Omni-Channel Strategy
 Advertising Management

NOTABLE ACCOMPLISHMENTS

South by Southwest (SWSX), Austin, TX
 Open Data Science Conference, Boston, MA
 White House, Latina Business Owners
 U.S. State Department, Civil Society, Colombia
 The National Hispanic Corporate Council (NHCC)
 OSU College of Engineering, Columbus, OH
 Consumer Electronics Show (CES), Las Vegas, NV
 TechStars Startup Week. Boulder, CO

Featured Speaker
 Featured Speaker
 Round Table
 Trainer & Speaker
 Speaker
 Lead Workshop
 Key Influencer
 Featured Speaker