



Natasha Pongonis

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📍 Columbus, OH, and
Virtual Board Meetings

Thought Leadership

BizTech Award, Columbus Business First

Spectrum Award, American Marketing Association

Women in Business Award, USHCC

Entrepreneur of the Year Award, Latina Style Magazine

Small Business Award, Phoenix Business Journal

Women You Should Know, U.S. Congress Recognition

Latino Entrepreneur Leaders Program, Stanford University

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



Board Bio

Culture & Digital Transformation | Leadership Development

Bio Summary

Natasha Pongonis is the Co-owner of **Nativa Inc.**, an award-winning data-driven and cultural communication agency with offices in Columbus, OH, and Phoenix, AZ, and the Co-Founder at **O.Y.E. Business Intelligence**, a social data analytics solution. Natasha is a business communications expert with extensive national and international marketing experience. She has developed key content to engage diverse audiences through her understanding of communication between cultures, traditions, and regional variations of different languages. Being fluent in several languages (English, Spanish, French, and Italian) enables her to understand the dynamic changes in population, consumer behavior, and how to connect with a diverse audience across the globe. Natasha is a native of Argentina but calls Ohio her home where she is an active participant in the local innovation ecosystem associated with economic growth. Natasha has led marketing, advertising, and outreach projects for several federal agencies that include The CDC, Army National Guard, the Air Force, as well as for Fortune 500 and international companies like Big Lots, MassMutual, Castrol Motor Oil, FOX Broadcasting, P&G's Charmin, and many more. Natasha enjoys traveling to visit family in South America and Europe, she is a mom to two teenagers and a proud holder of the "hockey mom" title.

Board Experience

Reitter Stucco & Supply Co. Inc. 2018-Present
Succession planning & business continuance. Digital innovation and professional growth strategies.

Hispanic Chamber of Commerce, Columbus, OH 2014-2016
Strategic liaison with the U.S. Hispanic Chamber of Commerce. Adherence to Bylaws and participated in Legislative Summits in Capitol Hill.

Girl Scouts of Ohio Heartland 2013 – 2016
Promoted internal and external DE&I programs. Led branding committee to implement rebranding and communication strategies.

Women for Economic & Leadership Development (WELD) 2013 – 2016
Public Policy Committee and Chair of Marketing Committee supporting long-term strategic objectives, national expansion and priorities.

*Additional Board experience available upon request.

Board Assets

Organizational Strategy
Strategic Planning
Digital Innovation
Succession Planning
Fiscal Responsibility
US Government Relations

Cultural Strategist
Leadership Development
Behavior Analytics & Technology
Emerging Technologies
Crisis Management
Shareholder Relations