



**NATASHA PONGONIS, Culture Change Strategist
Co-Founder & CEO, O.Y.E. Business Intelligence
Co-Owner, Nativa, Inc.**

Natasha Pongonis 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. and the Co-Owner of Nativa, an SBA 8(a) and Association of National Advertisers (ANA) certified cultural communication agency.

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 changes in demographic behavior. Natasha is a passionate leader driving innovation and leadership.

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 client's needs and creating culturally relevant communication strategies. 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 has been invited to speak at different national and international conferences, most recently she was invited by El Pais, the newspaper of record in Spain and one of the largest in the Spanish speaking world, to be a keynote speaker at El Pais Con Tu Futuro, she was featured as a speaker at SXSW Diverse Founders Forum, the Open Data Science Conference, and in 2017 Natasha was invited to participate at a roundtable at the White House to discuss priorities for Latina business owners in America. Natasha 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" by WELD earning recognition from the U.S. Congress, and Natasha was the recipient of Entrepreneur of the Year by Latina Style Magazine.

Natasha started her Architectural studies while living in Belgium and continued her degree at the Catholic University of Cordoba, Argentina. She concluded her thesis studies in Architecture and Urban Planning at the University of 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 her to reach out and connect with a diverse digital 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.

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


NOTABLE SPEAKING ENGAGEMENTS


- 2022 Featured Speaker, DailyAdBrief TV Cutting-Edge Advertising, Jacksonville, FL
 - 2022 Mentor, Denison University. Business and Entrepreneurship Program, Columbus, OH
 - 2021 Multi-Track Virtual Training with the U.S. Department of Commerce and the Executive Office of the President for Textile and Apparel Companies.
 - 2020 Featured Speaker, El Pais Con Tu Futuro, Madrid, Spain
 - 2020 Featured Speaker, National Latina Equal Pay Day
 - 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
- *Additional speaking experience available upon request. –

AWARDS and ACCOMPLISHMENTS

- 2022 Women of Color Grant Award, Tory Burch, Goldman Sachs, and Fearless Foundation
- 2022 **Dream Big Honorary Champion, Girl Scouts of Ohio's \$16M STEM facility**
- 2021 Spectrum Award, Multicultural Marketing Award - American Marketing Association
- 2020 **BizTech Awards, Minority-Owned Business of the Year.** Columbus Business First
- 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 OYE Intelligence software
- 2017 **White House, Latina Business Owners Round Table.** Washington D.C.
- 2017 Startup Street Pitch Winner for OYE Intelligence software
- 2017 Spectrum Award, Multicultural Marketing Award - American Marketing Association
- 2016 **Stanford Grad School of Business, Latino Entrepreneur Leaders Program,** Stanford, CA
- 2016 USHCC BizPitch Winner for OYE 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 Calendar Honoree Women You Should Know, 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


CONTACT INFORMATION

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