

natasha fong

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experience

I help organizations thrive by implementing change initiatives that engage employees and ignite innovation, with 15 years working closely with executives through frontline staff in Australia, China and the USA, across corporate, government and startups, and across sectors.

Speaker/Mentor/Instructor/Advisor with Sheworx, Startup Institute, StrategyHack, Startup Weekend, Product Council.

Side passion as wellness retreat producer & meditation coach.

Consultant, Changeologie – San Francisco & Sydney

Jan 2016 - present

Partner with mission-driven organizations to manage strategic projects, implement change initiatives, marketing campaigns, product launches, stakeholder engagement and collaborative partnerships. Clients include Airbnb, Convetit and early-stage start-ups.

Brand Marketing Specialist, Airbnb – New York & Sydney

Apr 2016 – July 2017

Grew brand value and sentiment through influencer relations, outreach, online/offline engagement and fostering community in local campaigns such as the Airbnb Brooklyn Half, TCS NYC Marathon sponsorships, and the launch of Sydney Experiences.

Moderator, Co-organiser, Founders Friday – New York

Jun 2015 – Nov 2016

Fostered a tight community of founders, investors, community developers, tech enthusiasts through curating and moderating conversations with prominent founders and startups including Splash, Oscar, Thinx, Elite Daily and others in the local tech/startup ecosystem.

Co-Founder, Zenter Meditation – New York

Jun 2015 - Dec 2015

Recruited a team and built an MVP prototype ("airbnb" for meditation events and space), brokered temporary access to quiet space, developed marketing strategies for customer acquisition for two-sided marketplace and built partner/customer relationships. First place at Atech/Hackollaborate NYC.

Manager, People and Change, PwC – New York & Brisbane

2011 - 2014

Project-managed concurrent cross-sector operational optimization projects (including implementation of project/portfolio management technology), leading change initiatives and stakeholder engagement at global clients. Active in business development initiatives and managed engagement teams of 2-3 direct reports, in addition to coaching and development of 4 high-performing coachees. Highlights included concurrent client delivery across multiple pharmaceutical clients of which included \$1.3m annual revenue; proposal development resulting in wins totaling \$7.8m annual revenue.

Acting Trade Commissioner, Trade & Investment Advisor, Austrade – Australia & China

2006 - 2011

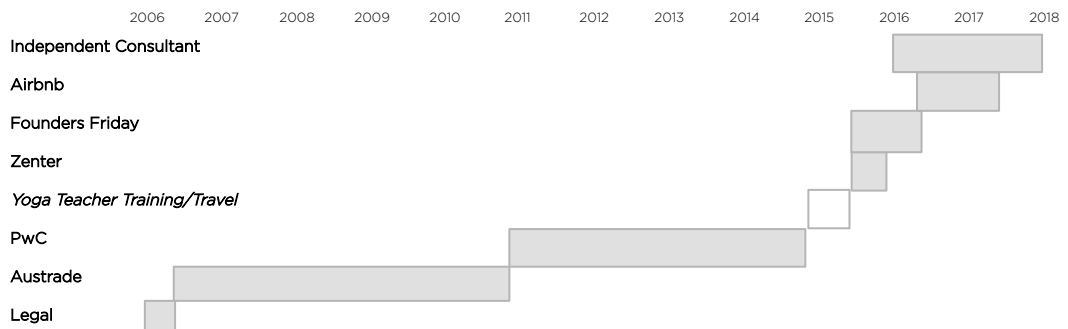
Posted to Beijing as Acting Trade Commissioner (2010) and Shanghai to lead regional strategy initiatives (2009). Built international government and stakeholder relations, developed industry growth strategies, implemented global programs and assisted foreign investors and exporters on market entry and internationalization plans.

Legal Officer, Department of Industry, Innovation and Science, - Canberra

2006

Drafted advice to policy areas of the Department concerning legal implications of new policy proposals and options for implementation.

timeline



education

Masters of Commerce (International Business) 2008
UNIVERSITY OF NEW SOUTH WALES, Australia

Admission as a Lawyer 2006
SUPREME COURT OF NEW SOUTH WALES, Australia

Bachelor of Laws (Honours); Bachelor of Science (Pharmacology) 2003
UNIVERSITY OF SYDNEY, Australia

Study Abroad – BUCERIUS LAW SCHOOL, Germany

passions

Meditation coaching, yoga (200RYT), retreat production, cultural travel, community building