Natascha French  
Chief Marketing Officer  
VNTANA  
  
Natascha is a driven marketing executive with a depth of experience developing strategies for both B2B and B2C companies in the emerging technology, consumer electronics, mobile and SaaS industries. As Chief Marketing Officer of VNTANA, an Augmented Reality company that created the first scalable and interactive hologram system, Natascha oversees the company’s marketing, sales and communications strategy.  
  
Natascha began her career has a journalist for CNN, and most recently worked for various marketing and communications agencies, including Allison+Partners, where she focused on building the startup technology division. Prior, she spent time in Washington, D.C. and Chicago managing marketing for Control Risks, one of the largest global risk management companies. She has a successful track record of identifying and sourcing strategic partnerships, and scaling startups through a variety of tools that embraced the latest technology in Los Angeles, San Francisco, Miami, London and China.   
  
Natascha obtained her B.A. in Political Science and Journalism from Emory University, having prior studied at the University of California, Berkeley. She serves on the Executive Council for the Network for Teaching Entrepreneurship, the Leadership Council for Digital Marketing Committee at Children’s Hospital Los Angeles and is a founding team member of Entrepreneur Impact Day. Previously she served on the boards of the Emory Alumni Association and the Public Relations Society of America – Los Angeles.   
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