

# NATALIA ANNA WODECKI

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## AI-Native Communications Executive | B2B Tech | Content Systems Architect

Communications leader with 10+ years driving narrative and GTM strategy for high-growth B2B tech companies. Expert in building AI-powered content operations, executive thought leadership programs, and positioning frameworks that scale across complex technical domains. Proven track record partnering with C-suite to shape corporate messaging during transformational growth phases—from cloud security to data platforms.

**Hyper-connected, results-driven storyteller with a trusted circle of media partners at CNBC, Bloomberg, Reuters, Forbes, CNN, The New York Times, The Wall Street Journal, Fox, Yahoo! Finance, and many more.**

### PROVEN LEADERSHIP IN GLOBAL PUBLIC RELATIONS STRATEGY, EMPLOYEE ENGAGEMENT & COMMUNICATIONS

AI-Powered Content Operations | Executive Communications & Thought Leadership | B2B Tech Positioning & Messaging  
GTM Narrative Development | Multi-Channel Content Strategy | PR & Media Relations | Agency Network Management  
Technical Translation | Data-Driven Content Systems | High-Stakes Campaign Execution

### PROFESSIONAL EXPERIENCE

**Zscaler, Inc.** | San Francisco, CA

2020-2025

#### Senior Director of Global Integrated Marketing Communications and PR

Led global communications for the world's largest security cloud (NASDAQ: ZS, \$35B+ market cap), responsible for corporate narrative, executive communications, media strategy, and content operations across 150+ countries. Partner directly with Founder/CEO Jay Chaudhry and executive leadership to shape AI-era messaging and positioning during company's transformation into AI-powered cybersecurity leader.

- Work directly with Jay Chaudhry, Founder and CEO, enabling CEO messaging across the global company in both internal and external capacities.
- Develop and implement Zscaler's integrated global strategic communications to advance corporate and brand identity, working closely with executive leadership and customers comprising the Global 2000.
- Serve as a company spokesperson and lead point person on media relations.
- Secure an average of 30+ media hits for product launches, 50+ media hits for research-led PR campaigns, working closely with Zscaler's ThreatLabz research team of global CISOs and spokespeople.
- Maintain an average of 3 mainstream broadcast hits per quarter around large-scale campaigns and earnings, specifically on Mad Money, Yahoo! Finance, and Fox Business.
- Oversee the day-to-day activities of the communications function including budgeting, planning, and staff development.

**OneLogin** | San Francisco, CA

2018-2020

#### Director of Global Communications

Head of worldwide communications for responsible for corporate communications, public relations, analyst relations, investor relations, internal communications, crisis communications social media, editorial content marketing, customer marketing, and global strategies. Managed the communications team and a global network of public relations agencies.

- Ran communications team consisting of analyst relations manager, social media, and internal communications, working with public relations agencies across the globe to build and maintain OneLogin's brand.
- Landed OneLogin as a Leader in the Gartner Identity and Access Management Magic Quadrant - the first time in its history working with CMO, CPO, and team of key stakeholders; Lead holistic analyst relations program, achieving Leader status on both 2019 Forrester Wave and Gartner MQ reports YoY.
- Created corporate values, mission, and vision working alongside founders, CEO, and all executive stakeholders, using analytics gleaned from employee base via qualitative and quantitative methods.
- Headed internal communications and launched award program for employees exhibiting OneLogin values; led monthly town halls, determining theme and corraling content and narratives working cross-functionally with all departments.
- Publicized series D \$100M funding round and major Seattle and Atlanta office expansions that were widely covered earning nearly 50+ pieces of top tier coverage in some of the largest publications in the world like Washington Post, Wall Street Journal VC Pro, and Forbes, as well the top technology publications like TechCrunch and VentureBeat.

**Zendesk** | San Francisco, CA

2015-2017

#### Customer Communications

Developed strategic communications for product launches, feature updates, partner/customer marketing, and international outreach. Helped Zendesk's 114,000+ customers and partners to be successful storytellers by uncovering interesting media angles.

Collaborate with general managers, sales, and marketing to tell compelling stories using a creative mix of communications platforms and channels for maximum impact.

- Prepped and staffed CEO for key events and international office openings, crafting key messages and communications, working with sales, CSR and marketing teams on support materials; managed PR for interviews with BBC, Bloomberg, and many more.
- Managed global agency partners across Asia Pacific, Europe, and Latin America packaging up relevant information from HQ to ensure consistent global message and reach; led RFP process for Zendesk’s corporate agency of record, ultimately awarding large contract.
- Single-handedly orchestrated Zendesk presence at SXSW 2017, working closely with marketing and creative to deliver 100% over goal on attendance and leads generated.
- Proposed, reviewed, and submitted speaking opportunities for executives and spokespeople at the company across a variety of platforms like tradeshows and events, customer/partner roundtables, and webinars.

**Salesforce** | San Francisco, CA 2014-2015

**Marketing Communications Director**

Head of internal communications for Human Resources reaching 19K+ global employees. Led major global internal campaigns delivering key messaging, FAQs, and talk tracks. Deployed 500K emails per quarter using Salesforce Marketing Cloud technology, optimizing for best CTR and OR. Partnered with Design on creative assets extending across all communications vehicles and platforms including email, direct mail, Chatter, digital screens, social media, event branding, web, and intranet banners.

- Planned, drafted and delivered ≈175 communications per quarter using varying channels to reach targeted audiences; maintained a 13.6% CTR and 76% OR.
- Created and measured unique and buzz-building social media campaigns for the #dreamjob campaign and awards program to drive employee branding and recruitment.
- Led “Vibe”, an employee engagement program that spread new culture story to 88+ global offices, and connected employees on company-wide initiatives.
- Drove awards program; created innovative entries, qualified survey data, deployed employee surveys, and publicized results: #7, Fortune’s Best Places to Work, 2015; #3, The Bay Area’s Best Places to Work, 2015; #7
- Grew global employee engagement program 25% QoQ by identifying and engaging employee leads in 100+ Salesforce hubs on culture building initiatives.

**Informa|United Business Media (UBM)** | San Francisco, CA 2007-2014

**Vice President, Communications** | 2014; **Senior Director, Communications** | 2011-2014; **Director of Public Relations** | 2009-2011; **Manager of Public Relations** | 2007-2009

**Combined Contributions:**

Promoted to VP to steer internal and external communication strategy for Media and \$200M Event businesses. Led North American internal and external communications for London-based headquarters ensuring brand consistency and best practice across global communications, PR, sales, and marketing groups. Worked with top tier Silicon Valley personalities and influencers including Al Gore, Lance Armstrong, Mark Zuckerberg, Vint Cerf, John Battelle, and Tim O’Reilly on PR for the Web 2.0 series of global events. Developed expertise in high-tech communications, creating compelling narratives that spoke to both technical and non-technical audiences.

- Coached CEO, COO, President of Events and President of Media on corporate communications strategies for the organization, advising on communication programs that satisfied various market dynamics.
- Drove communication strategy for 20+ global conferences including Black Hat, Web 2.0 Summit, Web 2.0 Expo, and Interop.
- Wrote 200+ annual press releases, media briefings, messaging documents, and award submissions.
- Provided expert PR counsel to 200+ event sponsors annually, from Fortune 500 companies to small start-ups.

EDUCATION

**University of Illinois, Champaign-Urbana**  
**Master of Science, Advertising** (graduated with high honors; 3.95/4.0 GPA)  
**Bachelor of Science, Advertising** (graduated with 3.8/4.0 GPA)

TECHNICAL

Zendesk | Salesforce | Salesforce Marketing Cloud | PR Newswire | Globe Newswire | Pulse | Cision | Sli.do | Gaggles

*Fluent in Polish and proficient in French*