

Natalie Kosova

Global Enterprise Marketing Leader · HP

PROFILE

Natalie Kosova is a global enterprise marketing leader operating at the intersection of go-to-market transformation, integrated commercial marketing, and AI-era customer experience. At HP she leads global initiatives spanning thought leadership, account-based marketing, customer advocacy, event portfolio strategy, and enterprise experience design — composing connected commercial ecosystems where brand, customer voice, events, content, sales engagement, and experience orchestration operate as one system.

Her perspective combines strategic transformation with practical execution, with particular focus on how AI is reshaping enterprise marketing operating models, customer journeys, and the future of commercial engagement across Fortune 100 organizations.

EXPERTISE

Integrated commercial marketing · Go-to-market transformation · AI-era customer experience · Executive engagement and advocacy · Enterprise event portfolio strategy

RECOGNITION

2026 — ANA B2 Awards Nominee. HP's New World of Work Summit, an integrated executive thought leadership platform developed with Fast Company.

2025 — Aspen Institute LEAP Program. Selected as one of three executives from a 1,700-person global organization for the LEAP Flagship Executive Leadership Program.

ACADEMIC

Guest Lecturer — ESADE Business School (Brand Strategy, MBA & MSc) · University of California, Berkeley (Strategic Branding) · DePaul University (International Marketing).

CONTACT

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