



## Natalie Grasso

Senior Vice President, Head of Marketing

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Natalie Grasso heads the firm's marketing department. Her responsibilities include managing and directing the company's strategic planning, brand experience, publications, public relations, websites, digital marketing, and social media platforms. She is also responsible for developing marketing campaigns that support growth initiatives and generate leads across products, affiliates, and advisor programs.

Natalie has over 20 years of financial services marketing experience. Prior to joining Research Affiliates, Natalie held executive marketing positions at FiComm Partners, Index Fund Advisors, and Webbush Securities.

She has a BA in Communications from Cal State University, Fullerton, and is a Certified Marketing Expert by the Direct Marketing Association.