

NATALY KOGAN BIO

Nataly Kogan is a serial entrepreneur, artist, and leading expert on change and reinvention. She is the creator of REINVENT•ABILITY™, the neuroscience-backed mindset framework that helps leaders shift from resisting change to using it as their catalyst to grow into who they're truly capable of becoming.

Nataly built her expertise from the inside out. She came to the United States at 13 as a refugee from the Soviet Union — no English, no money, starting over in the projects outside Detroit. She learned to speak English by watching *Who's The Boss?* on TV.

She went on to build a career spanning McKinsey, Microsoft, venture capital, and five tech startups — including Happier, one of the world's first gratitude platforms, which reached over one million people.

But at the peak of her success, Nataly burned out. That burnout became the catalyst for her most important reinvention — and for the REINVENT•ABILITY™ Framework she now brings to leaders and organizations navigating their hardest moments of change.

Nataly's work has been featured in *The New York Times*, *The Wall Street Journal*, *Harvard Business Review*, and *Forbes*.

She is the best-selling author of *Happier Now*, *The Awesome Human Project*, and *The Awesome Human Journal*, and hosts the *Dare Yourself* podcast.

At 40, she picked up a paintbrush for the first time. At 50, she had her first international solo show in Mexico City. Her art and her work share the same core belief: reinvention isn't about becoming someone new. It's about becoming more of who you truly are.

Nataly does not believe patience is a virtue, loves bold colors, and proudly holds the title of funniest person in her family — a distinction her husband and daughter have never once disputed.

