

# NATALY KOGAN INTRO

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Nataly Kogan is a serial entrepreneur, artist, and leading expert on change and reinvention.

She is the creator of REINVENT•ABILITY™, the neuroscience-backed framework that turns change into the catalyst to grow into who you're truly capable of becoming.

Nataly immigrated to the US as a refugee from the Soviet Union when she was 13 years old, learning English by watching Who's the Boss? on repeat.

After reaching the highest levels of success in the corporate world and five startup companies, Nataly burned out at the peak of her career.

This became the turning point for her most important reinvention.

She is the bestselling author of Happier Now, The Awesome Human Project, and The Awesome Human Journal, and hosts the Dare Yourself podcast.

Her work has been featured in The New York Times, The Wall Street Journal, Harvard Business Review, Forbes, and hundreds of other publications.

At 40, Nataly picked up a paintbrush for the first time and is now a self-taught abstract artist.

She does not believe patience is a virtue, loves bold colors, and proudly holds the title of funniest person in her family. (Just ask her husband and daughter — her favorite awesome humans.)