



“Natasha is an outstanding, entrepreneurial operator. She is able to quickly assimilate, research & refine technology projects”

Anthony Stonefield

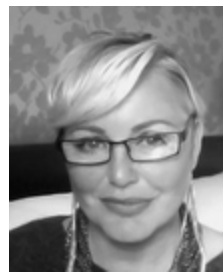
*CTO & Board Member AIDA
Entrepreneur in Residence
Qualcomm
Founder Appconomy*



“It is extremely rare to come across someone in Product with Natasha’s level of creativity”

Nilan Peiris

VP of Growth, Transferwise



Natasha Homer-Earley

Growth Hacker (CEO/COO/CCO/CPO)

Natasha has been CXO of 6 Startups in the Fintech & iGaming space @ \$250m turnover + held leadership roles in Nokia, Virgin Mobile, Vodafone, O2 Telefonica, BT Wireless.

She has worked with a huge range of brands to scale online : Babylonhealth, WhatsApp, Pokerstars, FullTilt, Zynga, Gameloft, King, MSN, Habbo Hotel, Bwin, Unibet, EA, NC Soft, Partygaming, Warner Music, Universal Music, HSBC, Tesco, Arcadia Group, HBO, Turner Networks, Lastminute. QXL, BBC etc.

GROWTH RESULTS

- **£28m annual new mobile gambling revenues**
 - iGaming Startup > Product Optimization & Acquisition Strategy
- **80% conversion rates / 72% monthly revenue growth**
 - Global App Store > App Marketing & Developer Acquisition
- **£240m new annual marketplace revenues**
 - Mobile Marketplace > Monetization Development
- **£41m new annual streaming revenues**
 - Music Streaming Business > Monetization Development

GROWTH STRATEGY

- 2016 Social Viral Acquisition, Chinese Mobile Ecosystems
- 2016 Product Roadmap for Google backed HealthTech Startup
- 2015 Blockchain Disruption for a leading London Fintech Accelerator

GO TO MARKET LAUNCHES

Fintech Marketplace, China / Startup Incubators, 70 Emerging Markets / Mobile Marketplace, Middle East / 2 Music Streaming Startups, Middle East + Europe / Social Dashboard Startup, Middle East / Digital Wallet Startup ,USA / Peer2Peer Remittance Startup, Global / eMoney Startup, UK / VOD Startup, Europe / Mobile Operator , UK / eCommerce Marketplace , UK

RECOGNITION

Natasha is a founder of the mobile data space. In 2001, Natasha helped the 1st mobile network to sell, deliver & bill mobile content for 3rd parties. By 2006 (7yrs before Spotify) Natasha built one of the 1st global music streaming businesses @ £41m annual turnover with Spotify’s Licensing Director. She went on to pioneer emerging payment Startups in 2007 (Crypto, Wallets, P2P) laying the foundations for Fintech. She has extensive international growth experience.