



NATALIA VEGA-BERRY

GLOBAL CLIMATE-NATURE & SUSTAINABILITY COMMUNICATIONS LEADER
CREATIVE, STRATEGIST AND STORYTELLER

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languages:

- English
- Spanish

EXECUTIVE SUMMARY

Natalia Vega is a former advertising executive and is a distinguished leader in media for social and environmental impact. Bringing over 30 years of invaluable and unique experience in creative development, production of content and campaigns, combined with executive leadership in global policy and advocacy; solely dedicated to influencing global culture and instigating positive change.

She has spearheaded impactful campaigns and unconventional initiatives, focusing on fostering a sustainable, regenerative, and socially responsible future, leaving a lasting imprint on the landscape of media and social impact.

Recognized for her ability to drive collaborations with international partners across diverse sectors, from progressive corporations to humanitarian nonprofits and governmental organizations, Natalia is the Founder of The Global Brain Foundation, launched in 2014 to support the United Nations in advancing the Sustainable Development Goals; providing innovative solutions that engage people in solving the world's biggest challenges.

In her role, Natalia developed multiple initiatives for the United Nations Secretary General-Climate Communications team, worked with the teams of three of the UN Presidents of the General Assembly, Connect4Climate for The World Bank, and as a Strategic Advisor for the United Nations Global Compact.

To catalyze climate action through a radically new communications strategy, Natalia created New Zero World in 2022, an initiative of her foundation supported at the United Nations under the auspices of the 77th UN President of the General Assembly.

Natalia is the lead author of the white paper "A New Era in Climate Communications", a collaborative effort spanning more than 60 contributors and organizations to propose a novel strategy for effective climate change communications across institutions and sectors.

She currently joins forces in partnership with the Global Commons Alliance to develop a global effort called the "Earth Public Information Collaborative" (EPIC) to promote public literacy and engagement in tackling the planetary emergency.

Born in Lima, Peru, she lives with her husband in a pine tree forest in the foothills of Boulder, Colorado, and enjoys solo retreats in nature as a source of inspiration and creativity.

CORE COMPETENCIES

Storytelling, Marketing and Campaign leader

Influencing & Campaigning

- Developed and created the first Earth Public Information Collaborative (EPIC Campaigns) A communications ecosystem with the mission of providing literacy and engagement to the public to battle misinformation and catalyze climate-nature action. Convened Industry expertise from Media, Marketing, Behavioral Change, Data and Science.
- Lead Author of two major publications to promote new climate narratives and strategies across regions: A New Era In Climate Communications (2023) and Pop Culture: Bursting the Climate Communications Bubble (2024)
- Chief Storytelling: New narrative across a diverse global network. Leading the Film Directions and development of highly engaging films on climate change and sustainable development that will influence global policy and behavioral change as well as corporate participation in global issues. United Nations General Assembly 2014, 2015, 2016 and the launch of the SDG's.
- Create new Business Models to implement and developed the first UN Global Compact led Marketing Campaign to reposition the world largest sustainability initiative by uniting business promoting collaborative action for Sustainable Development with short, medium, and long-term critical metrics that will deliver measurable change.
- Direct and Produce the United Nations "Uniting Business" film to reposition the UN Agency.
- Creation and development of the first World Ocean Festival for the President of the UN General Assembly. An International event to promote Ocean Conservation through education and advocacy in action thanks to strategic multi stakeholder partnership
- Creation of the People's Haus during the UN Climate Action Summit to promote youth engagement and action on climate.
- Educating Creative Industries (Advertising & Marketing) on Purpose and sustainable development through the creation of "Creative Nations" initiative in partnership with the UN Global Compact, tailor to Chief Marketing Officers and Creative Directors with the goal to implement sustainability and purpose to their own products and campaigns.

Stakeholder Engagement & Partnerships

- Experience leading coalitions, both industry-facing and consumer-facing, mobilize new key partnership and industry coalitions convened at a high level using new strategies approach required to deliver enterprise-wide advocacy agenda.
- Convened multi-stakeholders partnerships and Fundraising strategies.
- Convened the first Creative International Leaders Council to support the implementation of global campaigns to implement new narratives for public engagement on climate change.
- Equality and inclusion agenda throughout all business operations.
- New targeted audiences, including current and potential members, foundations, corporations, governments, and influencers around the globe.
- Global Policy expertise in the areas of Sustainable Development Goals, Paris Agreements Chapter 6 and 12th and current on ongoing policy landscape focus on nature, biodiversity and climate change.

Project Leadership

- Analyze external trends and benchmarks for insights to inform strategy development in the fields of Sustainability, Marketing, Sustainable Brands, Advocacy, International Affairs and Global Policy. Report on Sustainable Brands from Purpose to Action

- Perform brand portfolio analysis to identify citizenship & sustainability focus areas to prioritize brands engagement
- Operations: Work with internal teams to ensure optimal operational and financial performance, ensuring quality work in timely and strategic fashion
- Fundraising: Develops funding strategies and proposals identifying opportunities with businesses, and national, regional and global institutions to support the implementation of programs
- Supervises staff, including manager-level staff, operations, administrative support staff, consultants, and vendors. Provides necessary mentoring and career development support.
- Identify top talent to grow, lead, and mentor a strong team that is diverse, equitable, and inclusive.
- Subject matter policy expertise in the fields of Climate Change, Sustainable Development and Social Impact through collaborating with the UN Office of the Secretary General in advocacy strategies in the inception of the SDGs and Climate Agreements (UN Observer)

Innovation catalyst

- Launched Ideation Labs in different parts of the world to bring new ideas and Identify opportunities for innovation to solve world challenges: peace building, climate change, sustainable development , Finance (ESG) and social entrepreneurship.
- Lead dialogs promoting business as a force of change through hosting events with global leaders in media, marketing and advertising industries.

PROFESIONAL EXPERIENCE

Earth Public Information Collaborative (EPIC)

2023 - Present

EPIC Campaigns - Global Lead and Idea Founder

New Zero World

2022 - Present

Executive Director - Founder

A Program of the Global Brain Foundation focus on Climate Change Communications

United Nations Office of the Global Compact

2019-2021

Senior Strategic Advisor/ Director Uniting Business Campaign

New York

The Global Brain Foundation

2014-Present

Founder / Executive Director / Board Member

An affiliated Organizations of the UN Department of Global Communications

Boulder, NYC

Create Goodness

2009 - 2013

Advertising Executive Producer / International Markets Global Campaigns

Los Angeles , CA

CrewCuts / Lucha Libre

2002-2009

Advertising Executive Producer / Production Company

Venice,CA

Publicis Group,

Executive Producer

Latin America

Ogilvy

Producer Broadcast & Events

Latin America

AFFILIATIONS

- United Nations Office of Global Communications - Official Association Member.
- Global Commons Alliance - Earth HQ Leadership Council
- International Advertising Association - Sustainability Board
- Earth Public Information Collaborative - Board Member
- D&AD - Impact Council Board Member
- Water Innovation Accelerator - Advisory Board

EDUCATION

- Harvard Kennedy School :
Public Narrative, Leadership , Storytelling and Action + New Media Landscape
- Global Sustainability / Master Degree Program / University of California Los Angeles (UCLA)
- Leadership Corps / Al Gore Climate Reality Program
- The Aspen Institute / Executive Leadership Program
- Mass Communications Degree - University Lima, Peru
- MBSR/ Mindfulness training program
- Solo retreats in nature - training

KEYNOTES, AWARDS & PUBLICATIONS

- A New Era in Climate Communications - White Paper
- Pop Culture Bursting the Climate Communications Bubble
- Act Responsible - Champion for Good Award 2024 / Cannes Lions
- United Nations / 77th General Assembly - Moment for Nature - New York
- Sustainable Media Summit - Keynote Speaker - New York
- H&M Foundation - Reimagining our Future: A global movement for a hopeful tomorrow - India
- Climate Communications - Netflix Training Script writers - Los Angeles
- Cannes Lions International Festival of Creativity - A New Era in Climate Communications - France
- United Nations Global Compact Brasil/ The Future is Ancestral - Master of Ceremonies
- The Resilience HUB - COP26 A New Pillar for Climate Action : Communications and Culture / The future
- United Nations - World Ocean Festival - Opening Keynote
- United Nations - A keynote with Oprah Winfrey /Film Premier "Believe"
- The Female Quotient Lounge : Panels and presentations 2018-2022-23
- Goals House: Diverse Briefing and Panel Discussions

- COP 21: Creativity for Good/ UNFCCC
- United Nations : Climate Action Summit 2016
- Top 10 Most influential Media and Communications Executives -United Nations Media for Social Impact Summit.
- Creativity for Good" at the United Nations. Media for Social Impact Summit. NYC
- Georgetown University. DC "The Power of Creative Collaboration" towards solving the world problems.
- Reconnecting with our World, Environment & Health" The National Academies. Washington DC.
- Humanity 2.0- Creative Minds for Good" Hamburg, Germany
- Making it Happen" Emerging Women Conference, NYC
- Climate Change and the Power of Storytelling - TED Women, Monterrey CA

OTHER SKILLS

- Bilingual Spanish (native), English (fluent)