

Hello!

I'm Natalie Singer-Velush



- COMMUNICATIONS & MARKETING LEADER
- EXECUTIVE ADVISOR
- STORYTELLER

About Me

My Experience

My Impact

What Others Say

Director of Communications | Executive Advisor | Narrative & Marketing Strategist  
Chief of Staff | Employee Engagement | Award-winning Author & Journalist | MFA in a sea of MBAs



- I'm a communications and employee engagement leader, executive advisor, storyteller, and **relentless noticer** who helps organizations navigate complexity, make clear decisions, and build belief—especially in moments of platform shift, organizational change, and external scrutiny.
- My civic journalism foundation, technical fluency, and deep experience across **corporate strategy, employee engagement and experiences, product marketing**, and **crisis management** deliver measurable, best-in-class outcomes.
- I have built and led **high-performing teams, positioned brands, launched products**, and **lit a match under audience engagement** through mission-driven programs, executive platforms, multimedia storytelling, culture narratives, and breakthrough campaigns at large tech companies and smaller fast-moving start-ups.
- I've **crystallized value prop**; told powerful customer stories helping to land **millions in deals**; and shaped the persona, thought leadership, and brand of **C-suite leaders**, augmenting their visibility and influence.
- My work often involves navigating **high-stakes environments, tensions, and risk**. I thrive in this paradigm, build trust with stakeholders, and leverage calm, collaboration, and decisiveness to get quickly from **ambiguity to action**.

EXPERTISE: EXECUTIVE + EMPLOYEE ENGAGEMENT | CRISIS MANAGEMENT | BRAND STORYTELLING | REPUTATION + POSITIONING | STRATEGY

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To know what someone can deliver, you need to understand who they are.

A Montreal-born, French-English bilingual logophile, I've always viewed the world, and the people in it, as a **great big, connected story**.

I was that kid: **main character energy**, nose in a book; college student proud to be leading the masthead of the university newspaper; lover of em-dashes and **clear, concise language** who found her way into a thrilling corporate communications & employee engagement career, by way of the curvy road.

My career is a series of chapters, the plot twisting and turning but always **following my purpose to help others connect to theirs**.



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I first learned the impact of human stories in my first job as a Starbucks barista. I used my time behind the espresso machine during morning rush to practice listening to people and **learning their human micro-stories** in the time it took to make a cappuccino.

I then deepened that skill tenfold during my decade as a professional journalist. From the helm as Editor-in-Chief of my university newspaper, to the tight deadlines and unparalleled community impact of daily newspapers covering politics and policy, government affairs, law and justice, and demographics, I learned **authentic communication drives human connection and engagement**—no matter the community, subject, speaker, or audience.

**BIG  
SCOOP!!**



Early in my career I worked at a newspaper in a quirky pocket of Southern California desert, where I covered policy, transportation, and any beat I was assigned. I met former presidents, landed scoops, accessed places where power was brokered, all that good stuff. But what started to happen is that I would go out on one assignment—new zoning rules or right-of-way debate—and instead end up talking to regular people about their experiences, concerns, and dreams. I soon realized some communities were misunderstood—**because their stories weren't being told**.

That's when I began to hone a super-skill: listening and noticing what is often the quietest but most important story in the room. Across multiple publications including **The Seattle Times** I went on to write thousands of those stories across civic, policy, and people issues—some award-winning, all meaningful, because they deepened **awareness**, created **clarity**, and **fostered connection**.

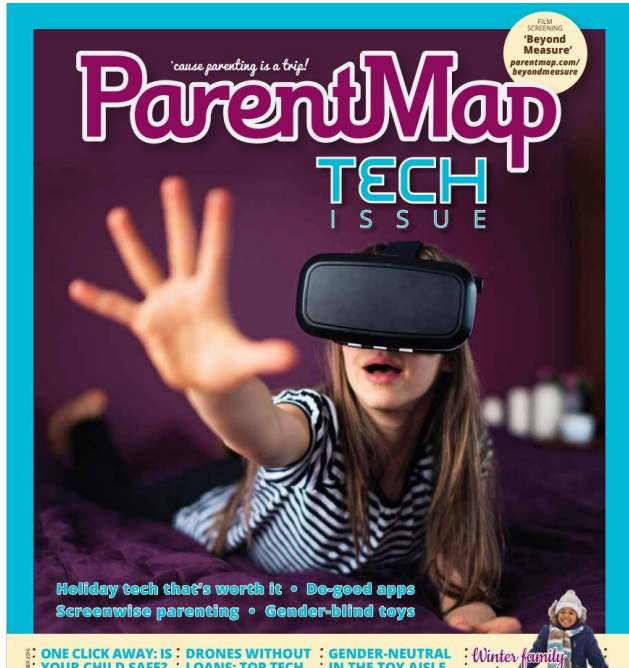


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Soon I was eager for a new challenge. I took the lead as **Executive Editor of ParentMap**, a Washington State media company helping parents navigate family life. I helped digitize the publication, build a sponsored content strategy for advertisers, and **tripled online traffic**. I envisioned and created content and **community programming for live events**, expanded inclusive content to cover education and neurodiverse youth, **partnered with nonprofits to raise funding and influence policy**, and **grew my leadership** managing a content and creative team of 30+—all informed by empathy from my own parenting journey.

I soon turned **my curiosity to tech** to help tell the story of what fueled one of the world's most innovative technology companies. I jumped into employee engagement as **Editorial Director and Managing Editor for Microsoft Life**, creating live employee experiences and telling multimedia stories that **drove brand love** by revealing the people behind the innovation. With employees I highlighted the AI evolution, community advocacy, product design, and employee hacks, and built social campaigns and a buzzy newsletter reaching **150,000 weekly readers**.



'I'll do it': how a former spacecraft engineer said 'yes' and launched great things

Microsoft employee Cindy Healy talks about what she learned working on the Mars Pathfinder and how to make a successful mission wherever you are

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I plunged into product strategy as a **Principal Product Marketer leading Thought Leadership**, where I worked closely with customers and developers to take a powerful Microsoft analytics tool from acquisition and incubation to launch, while carving out a net new market category. Just as we were building the roadmap, the global pandemic hit, dramatically shifting the world of work and upending our strategy.

Seizing this **unanticipated moment**, I built a data-driven thought leadership content campaign, “Home | Work,” that **demonstrated the value of our product in real-time** by showcasing how Microsoft was using our own workforce data insights to measure the impact of Covid on work and help employees be more **productive, collaborative, and connected** in this new paradigm.



April 7, 2020

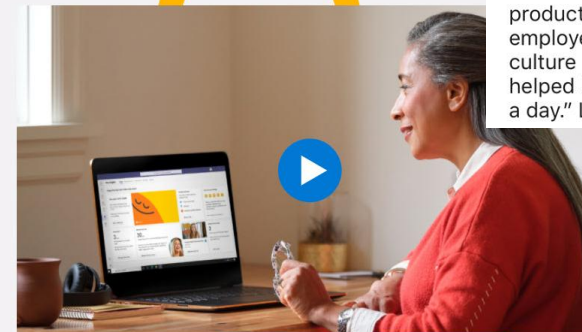


In China, managing relationships, teams, and more meetings from home

### Microsoft Viva Insights

Work is different now: increasingly complex, hyper connected, and sometimes isolating. Microsoft Viva Insights helps people and business thrive with data-driven, privacy-protected insights and recommendations to improve productivity and wellbeing. Reimagine employee experience by empowering people, teams, and organizations to focus on what's important, achieve balance, and build resilience.

[Read the blog >](#)



631 likes

office Microsoft Netherlands is using data to harness the latest research in behavioral science and workplace productivity to encourage happier, more innovative employees and better customer relationships. Read how a culture of experimentation and complete office overhaul helped Microsoft Netherlands' employees find "more life in a day." Link in bio. #microsoft365 #workplaceanalytics

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My personal driving force is **meaning**. Through empathetic listening, clear communication, and strategic problem-solving leveraging the power of AI and the best of human judgment, I help people engage and make meaning to advance communities and societies.

In my current role as **Director of Communication & Employee Engagement**, I have positioned Microsoft as a **global leader in talent and inclusion**. Across a dynamic sociopolitical landscape, I have envisioned, developed, and executed strategic communications, employee experiences, and leader positioning to advance culture and innovation for Microsoft's 220,000+ global workforce. I lead thought leadership and employee experience for Microsoft's Corporate Vice President of Talent and Learning and Chief Diversity Officer, owning the **communications and engagement strategy, social platform, creative campaigns, and breakthrough event experiences** that convey how Microsoft innovates to drive systemic change. I lead a team of communicators and creative innovators; served as interim **Chief of Staff**; and partner with teams, institutions, academics, and communities in **high-intensity, high-stakes environments**.



#### Featured perspectives

#### Inclusion Insights: AI and innovating an inclusive future

Lindsay-Rae McIntyre, Chief Diversity Officer and Corporate Vice President Talent Development and Ashley Llorens, Vice President, Distinguished Scientist, Managing Director of Microsoft Research Outreach discuss how successful AI requires diverse perspectives and asking hard questions.



#### Storytelling

#### Written in the sky

Indigenous languages are disappearing. Tracy Monteith, a member of the Eastern Band of Cherokee, found a way to help turn the tide by preserving and teaching new speakers with Microsoft language tools. Discover his story of technology and tradition, illustrated by Gregg Deal.

Technology

#### Why Microsoft's chief diversity officer says her work will never be done

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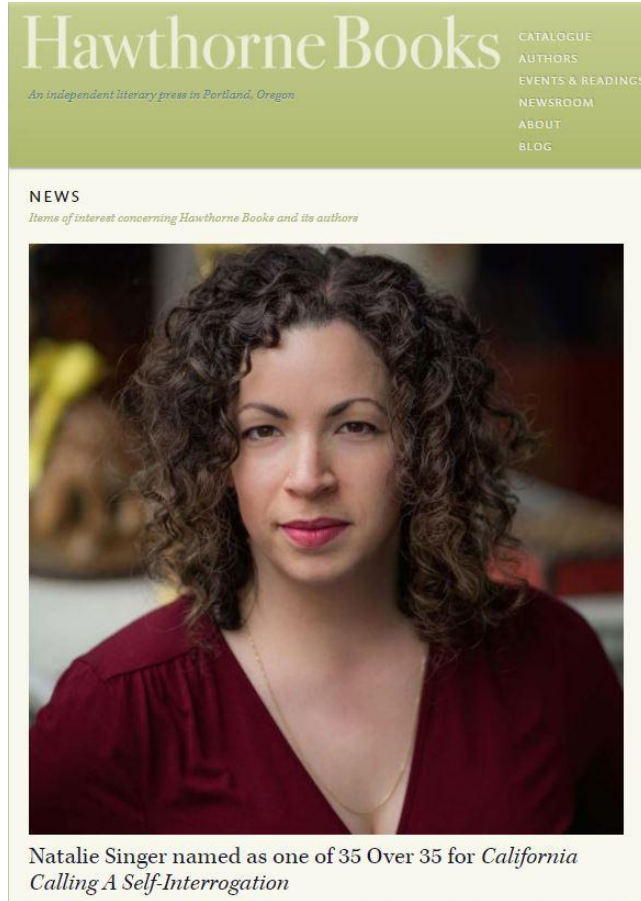
Lindsay-Rae McIntyre, Microsoft's chief diversity officer and corporate vice president of talent development, is pictured at the company's headquarters in Redmond.

JASON REDMOND | PSBJ



By Alex Halverson - Reporter, Puget Sound Business Journal  
Mar 31, 2024

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Across my professional journey from **civic journalism** to **corporate storytelling** to **product marketing** to **employee and executive engagement**, I have continued to grow my skills, stay connected to the art of language and communication, and mentor and teach others.

As an “**MFA is a sea of MBAs**” I bring a **unique skill set** to the corporate world—one more in demand than ever in the AI era. My journalism, writing, and community engagement training give me the expertise, context, and human judgment to help people and organizations make meaning. On top of that I bring strong **business acumen and decision-making** across marketing, product, and policy that help me advise, extend, and execute for high-level leaders and critical business needs. Authenticity, integrity, and trust-building are at the center of everything I do.

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My award-winning articles, essays, stories, and opinion pieces have been published in newspapers, magazines and literary journals. My first book of nonfiction was published in 2018. I teach writing and communications, coach early professionals, and I was inducted in 2018 to the University of Washington, Bothell IAS Alumni Hall of Excellence.

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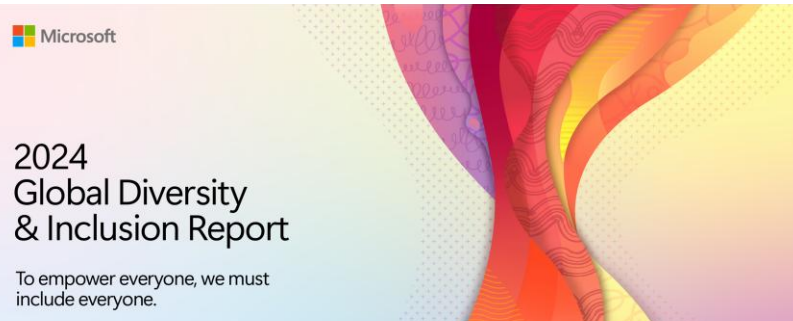
## What Others Say



Natalie Singer-Velush • You

Director of Communications, Global Talent, Diversity, Inclusion and Learning a...  
3mo • Edited •

Incredibly proud to work for a company and a team that continues to lead the way by staying focused on diversity & inclusion and the critical importance of many perspectives, experiences, and skills to drive a future of innovation. Thank you [Lindsay-Rae](#) for leading our strategic focus! The D&I Report my team produces is our most global and transparent yet and offers a deep look into our progress and the people and efforts behind the work at [Microsoft](#). Check it out!



BBC

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### Microsoft is turning to AI to make its workplace more inclusive

5 September 2024

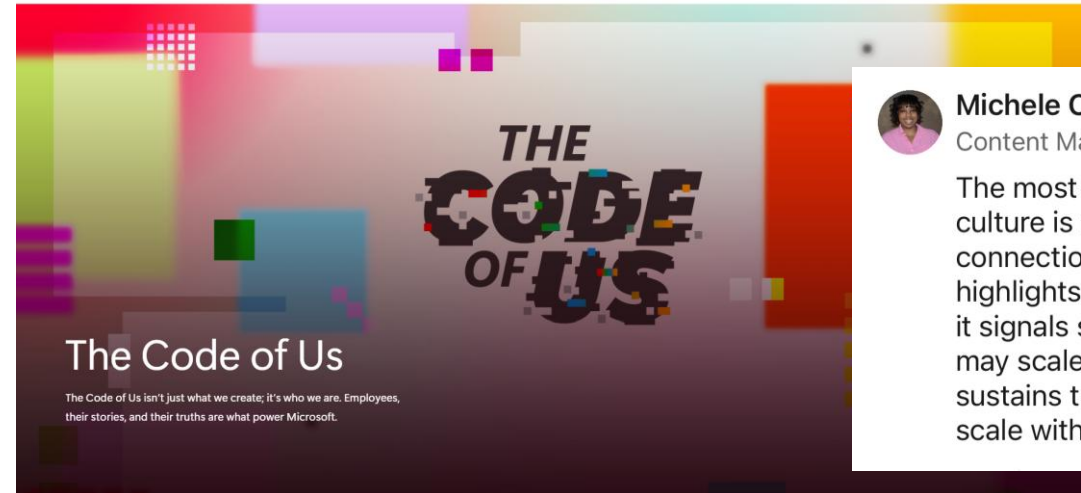
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Samantha Kelly



Microsoft | Source The Code of Us

All Microsoft Search



Michele Curtis • 2nd

56m

Content Marketing Specialist | \$100M+ Gr...

The most enduring brands understand that culture is not a campaign, it is a connection. When a global company highlights food, memory, and family legacy, it signals something powerful: technology may scale innovation, but storytelling sustains trust. That is how you humanize scale without losing authenticity.hat ti



Lindsay-Rae McIntyre • 1st

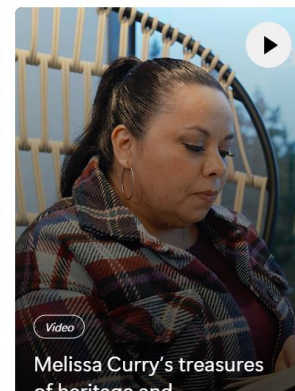
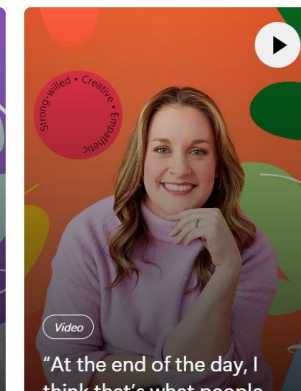
Chief Diversity Officer and Corporate Vice President of Talent and Le...  
3mo • Edited •

Thank you to [Fortune](#) and [Indrani Sen](#) for convening leaders to explore topics ranging from climate to diversity & inclusion in beautiful Atlanta last week. It was not lost on any of us that the backdrop of this event ...more



## Stories behind the innovation

You can't make a breakthrough without breaking something: systems that don't support us all, barriers that prevent access, mindsets that no longer serve us. Explore these stories to learn more.



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NEWS  
COMPENSATION, BENEFITS AND PAYROLL

### Wellbeing wins | Microsoft tops Forbes' 2025 World's Best Employers list

Thu, Oct 09 2025 | Ronnie Dungan  
3 mins read



**75%** reduction in search time



**20%** reduction in employee attrition<sup>1</sup>



**20%** content discovery time recouped for operations teams<sup>2</sup>



**50%** reduction in full onboarding time

"Implementing Viva was the fastest and easiest project ever. This is the highest-value implementation for our money we've seen thus far."

— Chief Operating Officer of an electronics company

"Viva is a front door to everything. We've realized improvements to employees' personal well-being, their ability to deliver, and company outcomes overall."

— Product owner of a consumer packaged goods company



### Podcast: Workplace Analytics and Neha Shah on WorkLife

Natalie Singer-Velush

in

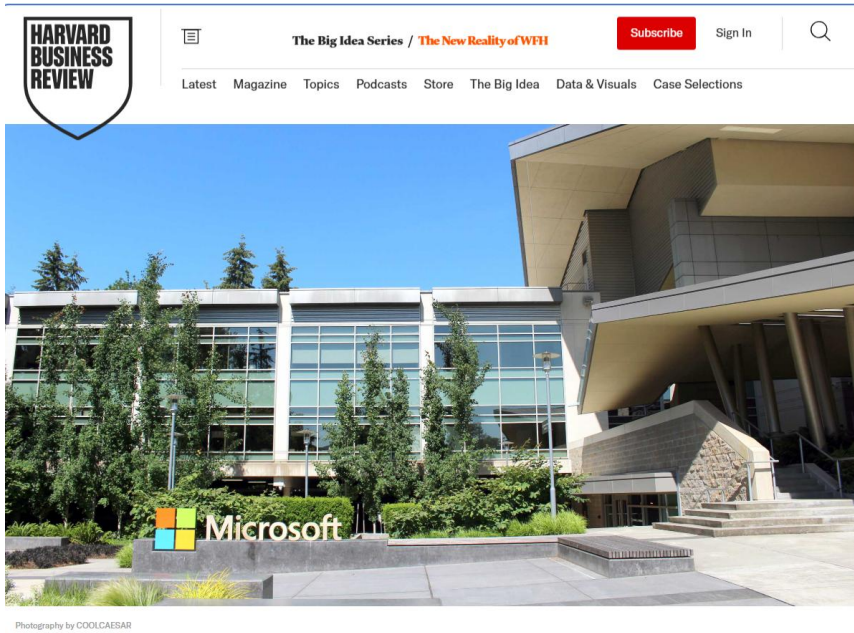
All numbers based on the composite organization. <sup>1</sup>10% reduction in employee attrition in year one, increasing to 20% reduction in year three. <sup>2</sup>Represents weekly time recouped from helping employees source relevant content.

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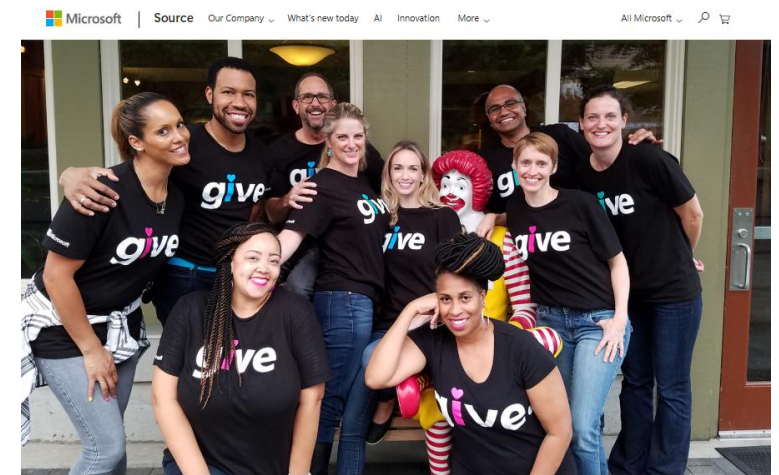
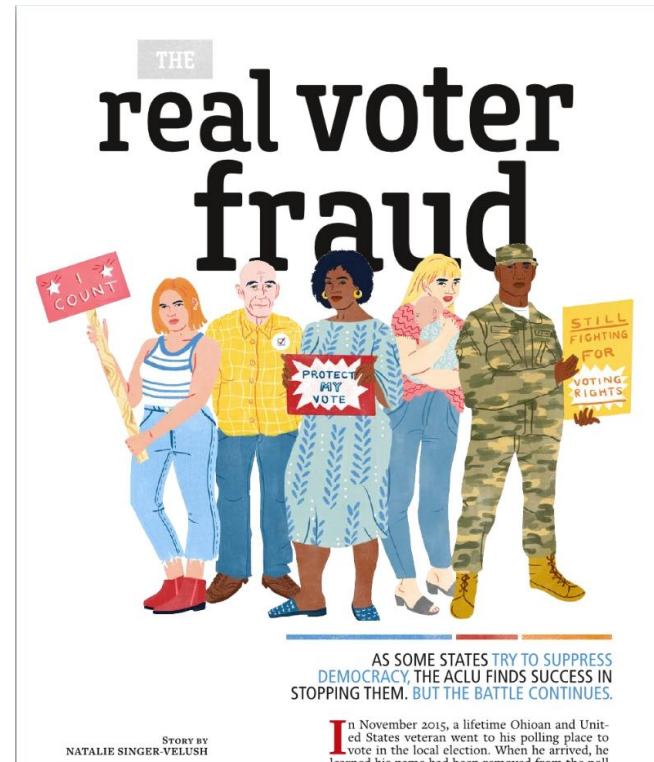
What Others Say



Change Management

## Microsoft Analyzed Data on Its Newly Remote Workforce

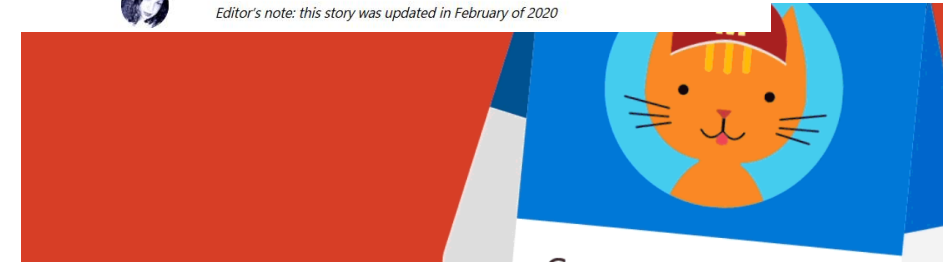
Here's what it found about meetings, culture, workdays, and engagement. by Natalie Singer-Velush, Kevin Sherman and Erik Anderson



The great giving machine: driven to make an impact, employees turn giving into a way of life



Editor's note: this story was updated in February of 2020



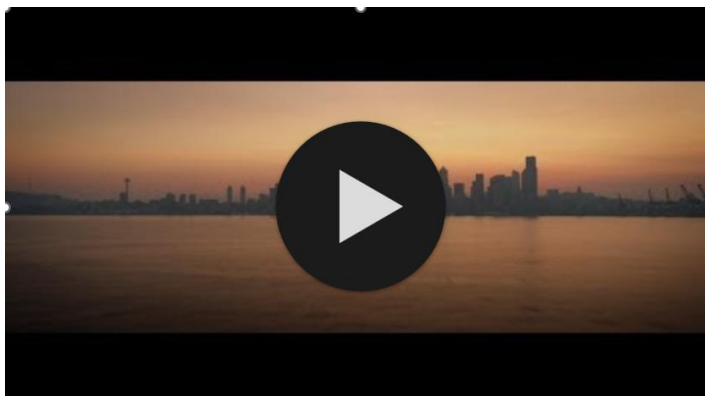
Meow you doing? How a group of cat-loving employees built a tight-knit place to belong and found a larger purpose

Cats at Microsoft, a feline fan club, has welcomed hundreds of employees and alumni into its clan over the past decade



It's happened to Karen Easterbrook a few times already, and it's bound to sneak up on her again. She's in a work meeting with folks from different teams, and people are introducing themselves. When it's her turn, she says her name and inevitably someone blurts out, "You're the cat woman!"

**UNDER THE MICROSCOPE:** "Every time, I have to live it down," Easterbrook said.



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**Kathleen Hogan** • Following  
Chief People Officer & EVP, Human Resources  
21h • 🌐

I'm always impressed with how our Workplace Analytics teams turn data into diamonds - finding insights that help improve our employee experience. Thanks to [Natalie Singer-Velush](#), [Kevin Sherman](#), [Erik Anderson](#) and [Abhinav Singh](#) for sharing these with [Harvard Business Review](#) so others can join us on this data-driven learning journey!



Microsoft Analyzed Data on Its Newly Remote Workforce

hbr.org • 10 min read

Natalie's unique strength is her **keen intelligence** and her role as a **connection-maker**. She has an amazing ability to turn complex, sensitive, high-risk information into **clear and direct communication** for multiple audiences. She is **proactive, decisive, and creative**. She is the voice in the room that **makes things make sense**.

—Candace Whitney-Morris, Program Manager, TFR Justice Reform, Microsoft

I appreciate how you intentionally **seek out differing perspectives** while also modeling being **decisive** when it is needed - observing your **leadership style** has helped me grow into my own as well.

—Sarah Bender, Director ERG and Community Experience, Microsoft

Natalie isn't just a gifted storyteller. She is a master in **connecting people, research and business transformation narratives** in unique ways that deliver foundational insights. Natalie's work largely inspired research my team did ... Natalie was instrumental in shaping our work, connecting us to key stakeholders and providing feedback throughout the project that helped us have **significant impact with internal stakeholders and participating customers**.

—Harald Becker, Global Engagement Leader in the Chief Executive Officer (CEO) Co-Innovation, Microsoft

### Natalie Singer named to 35 over 35 list of debut authors



MFA alum Natalie Singer ('16) is thrilled to be recognized among 35 authors over age 35 who published their first book this year. [35 over 35](#) is an alternative to the publishing industry's fixation on youth, acknowledging that few authors find early success. Singer's memoir [California Calling: A Self-Interrogation](#) was published last March by Hawthorne Books.

(Oh, and if you prefer a regular-style resume,  
no problem ↓ )

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### **Director of Communications, Interim Chief of Staff, Global Talent, Diversity, Inclusion, and Learning**

2022 – Present

I lead a communications, employee engagement, and operations team to envision, develop, and execute narratives and experiences that tell the culture and business story of Microsoft's 220,000+ global workforce in the AI frontier era. Across a dynamic sociopolitical landscape, I lead executive communications for Microsoft's Corporate Vice President of Talent and Learning and Chief Diversity Officer, designing and executing the thought leadership strategy, social platform, creative campaigns, and breakthrough event experiences that convey how Microsoft innovates to drive systemic change. I lead a team of communicators and creators; served as interim Chief of Staff; and drive operation excellence, clarity, and collaboration across high-intensity, high-stakes environments. As a key influencer and trusted advisor for senior C-level leaders across Microsoft, I have successfully supported and positioned top leaders through strategic communications, messaging, thought leadership, events, and high-profile speaking engagements.

### **Senior Manager, Executive and Employee Communications and Experiences**

2021 – 2022

As Executive and Employee Communications Lead for Global Diversity & Inclusion, I helped Microsoft accelerate and share its mission of creating environments where people are excited to bring all of who they are and do their best work. In this role, I led a team of FTEs and vendors in designing and executing employee experiences at scale—events, community engagements, learning, and dialogues; developing and implementing strategic programs; and partnering with internal and external partners—teams, nonprofits, organizations, academics, advocacy groups—to engage and activate audiences.

### **Principal Product Marketer and Senior Storyteller, Microsoft 365**

2021 – 2022

On Microsoft's M365 Modern Work team, I built and led a thought leadership program that illuminated the data-driven future of work to launch a new product to market: Viva Insights. Integrating social science and workforce analytics I demonstrated how behavioral data can solve complex organizational problems and explored how humans can be more productive, more effective, and more balanced. I created the groundbreaking series Home | Work to map the impact of the Covid pandemic on work in real time, executing a strategic editorial calendar of journalistic stories, white papers, case studies, technical content, webinars, and videos. This series became Microsoft's first "customer zero" campaign; landed critical earned media; engaged customers; and drove the successful go-to-market launch.



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### Managing Editor, Microsoft Life

2016 – 2018

As the Managing Editor for Microsoft's Employer Branding Microsoft Life team, I led and executed the employee engagement program, content strategy, and editorial calendar for Microsoftlife.com to activate and scale Microsoft's employee culture and employer brand across live experiences, blog posts, feature stories, and social activations. I developed, edited, and wrote original feature stories and campaigns on topics ranging from the company's renowned giving culture, to the evolution of chatbots, to the world's most *purrfect* employee cat group. I strategically managed our signature external employer brand to drive engagement and brand love, drove a major site redesign to better reach target audiences, and used data to consistently measure impact.



### Executive Editor

2012 – 2016

I set direction and drove content strategy and community engagement for the Pacific Northwest's leading family lifestyle digital + print news brand, shaping voice and driving customer acquisition and retention. Managing a staff of 30+ editors and writers, I acted as chief storyteller, sharing cutting-edge ideas and news with an audience of 200,000 while tripling digital and social traffic and driving up brand recognition and trust. Oversaw all owned media and led brand strategy across all social platforms. Directed content, campaigns, marketing, event programming, and large multimedia projects.



### Civic Affairs Journalist and Columnist

2002 – 2011

As a formally trained journalist, covered a range of high-profile beats with deep Puget Sound and Washington State expertise. Excelled as a productive and trustworthy expert in a fast-paced, daily news publishing environment. Covered politics and government affairs; legal issues; demographics and growth; and career and business, with expertise in policy, research, interviewing, reporting, writing, data analysis, blogging, and social media.



### San Francisco State University

Bachelor of Arts, Journalism

### University of Washington

Master of Fine Arts, Creative Writing and Poetics





# Natalie Singer-Velush

Executive Advisor

Communications, Engagement & Marketing Leader

Chief of Staff

Meaning Maker

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