



NATASHA VIDAL

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10 Years in Execute Leadership
17+ Years in Operations
25+ Years of Branding & Marketing

www.natashavidal.com

Specialties

Leadership & Culture

I acquire, develop, and retain high-performance teams from c-suite to individual contributors. When we align executives and mentor talent, we shape a culture where people are motivated to excel and stay.

Structure & Process

From SOPs to KPI dashboards, I build scalable systems that improve efficiency and communication. I bring order to complexity, giving organizations the tools to grow sustainably.

Marketing & Branding

I deliver marketing strategies that elevate brand presence and support business goals. From messaging to creative assets, I ensure every touchpoint tells a consistent story that builds credibility and drives engagement.

Tool Box

Technology is one of my greatest levers for performance & impact.

I am highly tech-savvy and comfortable operating across PC and Mac, as well as Microsoft and Google environments.

Expert in: full Microsoft Office Suite (including Copilot AI and PowerAutomate), full Adobe Suite, Zeck, multiple task management platforms; Advanced Proficiency in: HubSpot, Shopify, Webflow; Proficient in: SketchUp, WordPress, accounting platforms (ie QuickBooks and Yardi)

Active Experience

Chief Operating Officer SOX Erosion Solutions

2022-Present
Boca Raton, FL

SOX is an environmental technology company that develops patented erosion control systems designed to stabilize shorelines and hillsides, while improving water quality. As COO, I oversee daily operations, marketing, and executive team alignment. I've embedded EOS principles, implemented new technology platforms, built scalable processes, and led marketing efforts that expand our national presence into new markets. My impact includes:

- **Investor Communications:** Built a real-time reporting system that replaced ad-hoc updates, improving transparency and enabling the CEO to report effectively to the board, to investors, and in capital raise efforts.
- **Systems & Innovation:** Optimized CRM data, built the SOX Client Portal, and streamlined internal communication workflows with automations and new tech platforms.
- **Sales Expansion:** Doubled the national sales team in one year through new recruiting, hiring, and onboarding processes.
- **Marketing Transformation:** Brought marketing in-house, building the team, systems, and tech needed for growth.
- **Organizational Alignment:** Embedded EOS to align leadership on vision and priorities; introduced meeting cadences and task platforms that link daily execution to long-term goals.
- **Performance Culture:** Launched company-wide reviews, goal setting, and regular check-ins to drive growth and accountability.
- **Operational Playbook:** Documented core processes across all departments to accelerate onboarding, scale efficiently, and prepare for future exit.
- **Campaigns & Assets:** Led national brand discovery and created targeted campaigns and assets supporting sales and clients.

Previous Experience

Vice President of Operations | Rosemurgy Properties

2016-2022

Boca Raton, FL | RP is a privately owned real estate development, investment and management company, with portfolio assets including multi-family, retail, self storage and office. As the Vice President of Operations I translated the CEO's long-term vision into effective daily operations, while ensuring the organization ran smoothly day-to-day. My position and contribution enabled the CEO and development partners to focus on growth, strategy, and new opportunities. I directed cross-functional teams spanning executive leadership, operations, development, and property management to ensure alignment with organizational goals and values. Core responsibilities included executive team management, talent acquisition and retention, process development for improved efficiency, and retail portfolio performance (including capital improvements and leasing). The position also lead marketing for the company and its projects, including branding, corporate messaging, and the full suite of creative assets required to support successful developments. My impact included:

- **\$245M** distributed from properties sold under my **BRAND** management
- **\$2.7M** annual recurring revenue from properties under my **ASSET** management
- Cultivation of excellent company **CULTURE** under my **TEAM** management

Senior Research Analyst | Center for Urban & Environmental Solutions

2015-2016

Boca Raton, FL | Conducted urban design and planning research for municipalities. Advanced revitalization initiatives and community outreach, in both Boca Raton and Dania Beach.

Biological Technician, Facilities Manager | US Dept. of Agriculture

2013-2015

Davie, FL | Managed invasive species eradication across Florida, leading laboratory teams, maintaining the beetle colony, developing protocols, and overseeing all greenhouse operations. Achieved a 95% biomass reduction of *Dioscorea bulbifera* ("air potato").