

Natalie Guzman

Natalie is an accomplished senior communications and marketing leader with a dynamic approach to storytelling, both internally and externally. With over 25 years of diverse experience, her journey began in sports marketing before venturing into entrepreneurship as a small business owner.

During her impressive 21-year tenure in the financial services industry with Fifth Third Bank, Natalie held pivotal roles across communications and marketing functions. Notably, as the director of corporate communications, she led comprehensive strategies encompassing internal, external, and CEO communications alongside reputation and crisis management.

In 2023, Natalie transitioned to Cummins, Inc. to spearhead global enterprise communications. In this pivotal role, she shapes the overarching communications strategy for the Fortune 125 manufacturing powerhouse. Natalie's purview extends to driving employee and executive communications, as well as overseeing channel and editorial management.

Beyond her professional endeavors, Natalie is a dedicated mentor and community leader. She channels her passion for coaching into fostering high-performing individuals and teams, alongside actively mentoring young professionals. Her commitment to community service is evidenced by her impactful roles, including serving two terms as a board member for United Way of Central Indiana, where she contributed to governance and co-chaired the 2023 annual fundraising campaign. Additionally, she lends her expertise to the SKL Advisory Council and WGU Alumni Council. Natalie also serves as secretary of her neighborhood HOA and is an engaged member of Northview Church.

Natalie holds a Bachelor of Science in Public Relations and Marketing from Ball State University, complemented by a master's degree in organizational and leadership management from Western Governors University. Her academic background underscores her proficiency in strategic communication, marketing and leadership, enhancing her ability to drive impactful change in every endeavor she undertakes.