



Natalie Cramp

CEO at Profusion

With more than a decade of experience in leading private, public and third sector organisations through significant periods of innovation and change, Natalie leads Profusion, a data consultancy. Her mission is to support organisations large and small to get the right insight into the right hands at the right time to create value. She was recently named in the Twenty in Data and Technology 2023 and has been recognised multiple times in the top 100 data professionals. She holds various leadership roles in the data community including Chairing a Women's Health movement, leading a cross-industry Data Ethics Advisory Board, and being a member of the Mayor's Data for London Advisory Board.

Prior to Profusion, Natalie scaled a start-up from £6 million to £30million in just 18 months and ran above the line, digital and email marketing campaigns for the Mayor of London to launch a new brand 'Team London' and build and engage a database of 1 million Londoners who would volunteer, securing London the title of European Volunteering Capital. She was also part of the team that delivered the London 2012 Olympic Games.

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