Natalie Hussey

Executive Consultant and Fractional Leader

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I'm a commercial growth and operations consultant who helps healthcare, manufacturing, and technology companies win new business, launch products, and fix costly opertional problems.

Highlighted Career Achievements

$30M+
Successful Exits

$16M
Capital Raised

$3M
Annual Revenue Growth

$369K Monthly
Financial Turnaround

$900K
Quarterly Budgets

350+
Clients Served

Consulting Specialities

- Commercial Strategy
- Business Operations
- Revenue Growth
- Operational Turnarounds
- Product Commercialization
- Business Development
- AI and Business Automation
- Financial Planning and Analysis
- Capital Raising
- Go-to-Market Strategy
- Market Research
- International Market Entry

Business Ownership & Fractional Executive Consulting

Borrowed Pen | Founder | September 2022–Present
Built a technical B2B marketing and consulting agency from the ground up, establishing its market positioning, service offerings, pricing models, operating processes, and specialist delivery network. Oversee financial planning, business development, contract negotiations, client relationships, and team management. Expanded the agency's capabilities into executive advisory, AI agent development, API integrations, and business automation.

Green Growth Assembly | Co-Founder and U.S. Team Lead | 2024–Present
Co-founded a Taiwan–U.S. market-entry advisory in response to emerging international trade opportunities. Positioned the business, developed consulting services, and established a cross-border commercial focus connecting American companies with Taiwanese manufacturers, suppliers, and market opportunities. Lead U.S. business development and client engagements across advanced manufacturing, electronics, semiconductors, energy, and industrial technology.

Selected Consulting Engagements

Confidential AI Startup | Fractional CMO
Leading $5M seed-round preparation, financial modeling, investor materials, consumer AI research, and commercialization strategy.

Consumer Technology | Fundraising
Led market research, investor presentations, and outreach supporting a successfully closed $1M capital raise.

DTC Manufacturing | Growth and Systems Integration
Led digital advertising and SEO initiatives; designed and integrated e-commerce ordering with warehouse fulfillment systems.

Financial Services | Sales Enablement
Built a customer case study library through client interviews and success stories; developed content supporting consultant recruitment.

Engineering and Manufacturing | Technical Research
Researched and wrote about battery-cell design, electrochemistry, engineering simulation, and industrial technology.

Small Business | E-Commerce Development
Built a specialty saddlery retailer's website, online sales capabilities, and customer invoicing system.