

Company: Songue PR, San Francisco, CA

Company Description: Songue PR offers multi-faceted PR programs, tailored to the needs of each client and designed to deliver meaningful results against your core business goals. We tackle every challenge as if our reputation is on the line and treat our clients' investments as if they were our own. This mindset is embedded in our approach.

Nomination Category: Individual Awards Categories

Nomination Sub Category: Best Female Entrepreneur – Business Products –10 or Less Employees

Nomination Title: Natalee Gibson



1. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 248 words used.

Since July 2023, Natalee has steered Songue PR through measurable impact, deepening client relationships, winning competitive briefs and elevating the agency's profile in a crowded market. She led the firm's award-winning work on one of the most high-pressure brand remits in AI, where legal and reputational risk required a multi-layered strategy that blended crisis management with forward-facing thought leadership. That campaign drove a 107% increase in positive media coverage, and delivered sustained exposure across global outlets including WIRED, Bloomberg, BBC and Forbes.

In parallel, Natalee oversaw a significant body of work for a global airspace security company during a major acquisition and rebrand. This required close management of internal and external messaging, integration with the acquiring company's leadership, and proactive narrative control during a period of intense stakeholder interest. Despite the absence of new product launches, the company sustained positive sentiment and maintained a leading voice in its category - reinforcing confidence in its long-standing reputation and leading to a highly successful exit.

At a time when budgets were tightening and scrutiny was high, Natalee doubled down on strategic value. She expanded Songue's speaker and awards programs, introduced editorial coaching for emerging leaders and built custom PR tracks for pre-seed and Series A clients. Internally, she continues to lead every strategic engagement, supports team development and drives the agency's culture of calm, honest counsel. Her crisis comms instincts and ability to map strategy to broader business goals have made her an essential partner to executives navigating high-stakes challenges.

2. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 195 words used.

The attached deck illustrates the scale, consistency and strategic discipline of Natalee's reputation management work. It includes anonymized case studies with quantified outcomes, reinforcing the claims made in this submission.

One case study details a 12-month campaign for a global AI company navigating legal exposure and reputational risk. This engagement began in a crisis setting and evolved into a high-performing brand strategy, delivering a 107% increase in positive media coverage and a 64% reduction in negative sentiment. The campaign secured over 325 media hits, 12 op-eds, 36 proactive placements, and multiple speaker and award wins, all of which helped reset narrative control and position the company as a leader in responsible AI.

The deck also highlights outcomes from additional brand-building engagements, including 107 articles in just three months time for an airspace security client and high-growth results from early-stage startup campaigns. Each example underscores Natalee's ability to deliver strategic visibility, thought leadership and message control as drivers of broader business credibility.

Client testimonials throughout the deck speak to Natalee's counsel, clarity and impact under pressure. These materials demonstrate that her work is a structured, goal-oriented reputation strategy built for organizations operating in fast-moving, high-stakes environments.

3. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below.
5. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 188 words used.

Natalee is the co-founder and CEO of Songue PR, a boutique PR agency supporting high-growth startups and tech companies at pivotal moments in their journey from launch through to investment, scale, and exit. A former broadcast journalist, Natalee started her career in the newsroom before moving into tech PR during the dotcom boom, gaining early exposure to complex, enterprise-grade technologies.

Over the past two decades, Natalee has led PR efforts for Fortune 100s, category-defining startups, and global brands, navigating crises, managing IPO comms, and building reputations that translate into commercial outcomes. She co-founded Songue alongside Lizi Sprague - a partnership built on shared values of transparency, trust, and editorial discipline.

Songue is designed to offer senior-level counsel without the bureaucracy of a traditional firm. The agency's track record reflects that model, with consistent success landing clients in top-tier media, building industry credibility, and delivering results that serve business goals, not vanity metrics. Natalee leads strategy for every major account, mentors her team directly and remains a hands-on partner when stakes are high. Her career is defined by candor, clarity and a deep respect for the power of reputation.

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 212 words used.

What sets Natalee's leadership apart is her ability to deliver the kind of results typically associated with large, global agencies, but through a lean, senior-led model that prioritises substance over scale. In an industry still dominated by legacy structures and bloated overheads, she's built an agency that wins on clarity, speed and credibility. For one airspace security client, Natalee and her team delivered 107 articles reaching over 10 billion UVM. For an enterprise AI campaign, Songue secured 10 earned hits, 5 podcasts, 3 speaker slots and 3 award wins - all within three months.

This speed-to-impact is built into the Songue model. Natalee has codified a strategic approach that maps comms to business outcomes, whether that's preparing for the next fundraising, managing a high-stakes acquisition, or repositioning a company in the wake of a reputational crisis.

Compared to others in her category, Natalee's strength lies in editorial discipline and direct senior counsel. She not only oversees strategy, she writes the briefs, leads the message development, and holds the trust of executives navigating high-pressure decisions too. That closeness to the work is rare and increasingly valued by startups.

Songue's performance in the past year - from navigating litigation-era media cycles to rebranding a company post-acquisition - shows how effective this model can be.

Attachments/Videos/Links:

[Natalee Gibson](#)



[REDACTED FOR PUBLICATION]