



## **Energy intelligence provider Vortexa welcomes technology marketing star Natasha Adams as new Chief Marketing Officer**

- Natasha is an expert in building robust customer-centric marketing strategies and accelerating aggressive revenue growth, whilst maintaining significant acquisition and client retention rates.
- Natasha has extensive international experience launching innovative technologies for major brands across more than 40 countries, including Transporeon, Falcon.io and Kodak.
- The combination of Natasha's advanced knowledge of strategic partner relations and scaling high-growth mid-stage start-ups will empower clients to unlock the full power and potential of Vortexa's advanced analytics.

1, March, 2022 - **London** - [Vortexa](#), the energy trading and shipping intelligence provider that combines AI and deep industry expertise to provide the most complete real-time data and analytics tools for waterborne energy and shipping markets, announced today that [Natasha Adams](#) has joined as Vortexa's Chief Marketing Officer.

Natasha has an exceptional track record in launching innovative technologies into global products and services deployed amongst major multinational corporations and empowering companies to utilise brand equity to disrupt, succeed and remain relevant in fiercely competitive markets. Most recently, Natasha was Chief Marketing Officer in Europe's highest-ranking logistics platform, Transporeon, where she successfully generated 25% of new business and substantially increased both customer retention and acquisition.

Previous positions include acting as Vice President of Marketing at Falcon.io, (a Cision company, ranked third globally for serving SMEs) and founding her own business Kodakit, coined as the 'uber for business photography'. Natasha's deep-seated expertise in leading customer-centric corporate strategy and her impressive track record building brands while driving significant revenue growth will be invaluable for Vortexa as its global expansion continues to rapidly accelerate.

"Today 7.9 billion people across the planet depend on energy across every aspect of their lives. I am looking forward to having a direct impact in such a critical industry for society" said Natasha. "There is an immense opportunity for Vortexa to empower energy and shipping market players to make data-led decisions, ultimately achieving a more economical and ecological outcome for all of us."

Vortexa's intuitive analytics platform allows traders, market analysts, brokers, charterers and data scientists to make better-informed trading and shipping decisions faster. Vortexa provides the most comprehensive and accurate view of waterborne crude, refined products and LNG flows, freight and oil inventories available today through the use of exclusive data sources, machine learning and state-of-the-art technology with close oversight of senior energy and shipping market experts.

"We are thrilled to welcome Natasha to Vortexa's executive team as our Chief Marketing Officer. Natasha's incredible experience scaling the go-to-market of fast-growing technology businesses will play an essential role in further elevating our brand and growth trajectory." said Fabio Kuhn, CEO of Vortexa.

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For more information on Vortexa, visit [www.vortexa.com](http://www.vortexa.com) and find Vortexa on [LinkedIn](#).

### **About Vortexa**

Vortexa provides market-leading real-time data and advanced analytics for energy and shipping markets. With the most accurate and complete picture of waterborne energy flows, inventories and freight dynamics, Vortexa covers crude oil, refined products, LPG and LNG, across all vessel classes. We help traders, analysts and shipping professionals gain a competitive edge into complex and opaque markets by making better trading decisions with confidence. Vortexa is a multidisciplinary force of over 100 employees combining the best of energy and shipping expertise, data science and engineering across three major hubs in London, Singapore and Houston.