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Natalie Grasso is Senior Vice President, Head of Marketing at Research Affiliates. Research Affiliates is a global leader in smart beta, factor investing, and asset allocation. The firm creates investment strategies and tools based on award-winning research and delivers these solutions in partnership with some of the world's premier financial institutions. Natalie joined Research Affiliates in 2024 and oversees the firm's Marketing team, which is responsible for the firm's strategic marketing and communications initiatives.

Prior to joining Research Affiliates, Natalie held executive marketing positions at FiComm Partners, Index Fund Advisors, and Wedbush Securities.

Natalie received her Bachelor of Arts in communications from California State University, Fullerton.