

Natalie Bastian currently serves as Vice President, Marketing at Tubi, overseeing advertising and consumer marketing strategy, partner marketing, audience research, brand positioning and communications. Bastian leads a team of marketers and creatives who bring to market new content and product launches, thought leadership, strategic sales positioning and communications.

Bastian most recently served as Head of Sales Marketing at Roku where she spearheaded positioning strategy across all client segments and touchpoints, including sales materials, digital channels, and owned and sponsored events. While there, she was instrumental in the sales organization doubling in size in the course of two years. She also led integrated marketing efforts for its sponsorship business, which grew triple digits year-over-year.

Prior to Roku, Bastian held marketing leadership roles at DISH and Sling Media, most recently serving as General Manager of Marketing where she built and oversaw marketing and communications efforts that enabled a multi-million-dollar ad sales division. In her time there, she led the launch of an industry-first OTT ad offering that showcased addressable targeting and programming solutions, and also oversaw a rebrand and promotion of DISH Media.

Bastian began her career in various marketing roles at A+E Networks, iN Demand, Lifetime Networks and AT&T.