



**Natalie Rosa** is a seasoned federal government contracting professional with over 20 years of experience dedicated to bridging the gap between small businesses, federal agencies, and large prime contractors. She currently serves as the Director of the Defense Human Resources Activity Office of Small Business Programs (DHRA OSBP) within the Department of War. In this capacity, she actively guides small business owners in marketing their products and services while maximizing their participation in DHRA procurement opportunities.

Throughout her career, Ms. Rosa has served as a Program Director, Project Manager, Trainer, and Advisor, helping to facilitate billions of dollars in government contract opportunities to the small business community. During her tenure at Government Business Solutions LLC, she managed program support and event coordination for contracts spanning multiple federal agencies, including the U.S. Agency for International Development (USAID), General Services Administration (GSA), Department of Defense (DoD), Department of Homeland Security (DHS), and the Nuclear Regulatory Commission (NRC). Additionally, she coordinated the Contract Connections matchmaking initiative for the American Express OPEN for Government Contracting Event Series, successfully connecting thousands of small businesses with federal representatives and prime contractors.

Over the past seven years, Ms. Rosa transitioned from private sector advocacy to direct federal service. In 2019, she became the Program Director for the Small Business Administration's 7(j) Management and Technical Assistance Program through for the Southeast Region. In this role, she provided critical training and consultations to help small businesses navigate, adapt, and thrive during the COVID-19 pandemic. In 2021, she joined the U.S. Department of Transportation Office of Small and Disadvantaged Business Utilization (DOT OSDBU) as a Small Business Specialist and advocate for the 8(a) and HUBZone programs before transitioning to the Department of War in December 2024.

Ms. Rosa holds a degree from Florida International University with a focus on Psychology and Communication. As a first-generation Hispanic American, her steadfast commitment to the small business community is rooted in a deep personal understanding that these enterprises are the foundational driver of the nation's economy. She has dedicated her professional career to championing their growth and success.