

## About Nataly Kogan, Co-Founder and Chief Happiness Officer of Happier, Inc.



Nataly Kogan is on a mission to make millions of people happier by getting them to stop saying “I’ll be happier when...” and start thinking “I am happier now because....”

Kogan spent two decades “chasing the big happy.” She and her family fled the Soviet Union when she was 13 years old and she immediately immersed herself in the American Dream, graduating at the top of her class at Wesleyan University, holding top positions at N.Y.-based firms McKinsey and Co. and Hudson Ventures, launching her own publishing company, writing a book (“The Daring Female’s Guide to Ecstatic Living,” published by Hyperion in 2006), founding an online community for working mothers (Workitmom.com), working at Microsoft’s state-of-the-art Future of Social Experiences Lab (FUSE), and becoming the Vice President of Consumer Experience at WHERE (which she helped sell to PayPal in 2011).

But when even her achievements failed to make her truly happy, Nataly turned to scientific research and was inspired to create Happier – a company with a mission to help millions of people be happier in their everyday lives. Founded in 2012 and backed by Resolute VC and Venrock, Happier recently released its first product, a beautiful mobile application and online community where people collect and share simple happy moments that normally go unnoticed.

“Life isn’t always good, and it can throw you lots of really bad days,” Kogan says. “With Happier, we’ve created this emotional space that allows you to elevate really small but really good things, which would otherwise just be routine. Doing that repeatedly has been scientifically proven to makes you happier, and if you do it consistently, you can actually change the chemistry of your brain to be more positive.”

A New Yorker at heart, Nataly lives near Boston with her husband and daughter. She wears something orange every day (because it’s her favorite color and the one Frank Sinatra declared to be the happiest), overuses the word ‘awesome’ and credits Alyssa Milano (who played Sam on the 1980s sitcom “*Who’s the Boss?*”) for unknowingly helping her learn how to speak English without an accent.

For more information about Nataly, check out her Q&A on [www.happier.com/press](http://www.happier.com/press).

(photo credit: @KarenPikePhotography)

*More photos can be downloaded for publication at [www.happier.com/press](http://www.happier.com/press).*