

Natalie Hoop

COACH FOR FRACTIONAL LEADERS

FRACTIONAL COO

Stop building another job. Build a business that actually works for you.

About Natalie

Natalie Hoop is a Coach for Fractional Leaders and Fractional COO with **15+ years leading operations** across VC-backed, PE-backed, and private companies. She went fractional after being laid off, and then drove a **238% sales increase in 30 days** for a client.

After losing her mother and being let go less than a month later, she rebuilt from scratch. Today, Natalie helps experienced leaders do the same — transforming their expertise into thriving fractional businesses on their own terms.

She runs **The Fractional Launch Lab**, a 10-week 1:1 coaching program, and **The Fractional Reset**, a 4-week intensive for established fractionals who are stuck. Based in Columbus, Ohio.

Ideal Podcast Fit

1

Business & Entrepreneurship

2

Women in Leadership

3

Career Transitions & Mindset

4

Pricing & Money Mindset

5

Rebuilding After Loss

By the Numbers

238%

Sales Increase

Delivered in just 30 days for a client

15+

Years in Ops

VC, PE, and private company leadership

10

Week Program

The Fractional Launch Lab — 1:1 coaching

Credentials

- Founder, **The Fractional Launch Lab**
- Speaker: **Tech Business Community Live 2026**
- Featured in **Fractional Jobs Newsletter**

Contact

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Topics Natalie Speaks On

The Cage of Shoulds

How we stay stuck in lives we didn't choose — and how to finally leave them behind.

Rebuilding After Loss

What grief, a layoff, and starting over taught me about identity and resilience.

Fractional ≠ Just a Job

Why most fractional businesses are jobs with extra steps — and what to do about it.

Pricing Confidence

Why experienced leaders undercharge and the mindset shift that changes everything.

Employee to Business Owner

The identity shift that changes everything about how you show up and what you charge.

What Makes You the Exception?

How we are unkind to ourselves in ways we'd never be to someone we love.