

Natasha Panetta

Founder | Busy Goddess Marketing Co

Natasha Panetta is the Founder of Busy Goddess Marketing Co., an Illawarra-based agency specialising in strategy-led marketing for women-led and service-based businesses.

As a fractional CMO, she works closely with founders to build clear, scalable brands that prioritise message before marketing. Known for her no-fluff approach, Natasha blends creative execution with commercial strategy, helping businesses show up with purpose, confidence, and impact.

A proud Illawarra local, born and bred, Natasha now raises her own family in Wollongong, with her newest addition Rocco already a regular (and very popular) attendee at Illawarra Women in Business events. With over 17 years connected to the IWIB community, she has experienced it from every angle—attendee, sponsor, supporter, finalist and speaker.

This depth of involvement gives Natasha a genuine understanding of what it means to be part of the local business community. She has seen firsthand the power of connection, collaboration and consistency, and continues to champion the value of strong networks in building both successful businesses and meaningful relationships across the Illawarra.

