

Diane M. Perro

1.415.828.7794 | dmperro@dmperro.com | [linkedin.com/in/dianemperro](https://www.linkedin.com/in/dianemperro) | www.dmperro.com

Marketing and Communications Executive

Dynamic marketing professional with 20+ years of experience driving brand leadership and demand for companies in the US and abroad. Accomplished in orchestrating innovative strategies, programs, and events to launch new companies, products, and services; build brand awareness; drive customer acquisition and loyalty; increase visibility and establish thought leadership. A creative thinker, writer, designer, and strategist with exceptional interpersonal and communication skills. A charismatic leader with a passion for team building and achieving continued, measurable success. US and EU citizen. Core competencies include:

Strategic planning • Event development and production • Brand development and positioning
Go-to-market strategy • Demand generation • Social media strategy • Storytelling and content marketing
Digital and print advertising • PR, media and analyst relations • Team building and leadership

Experience

DMP MARKETING CONSULTING - San Francisco Bay Area, CA

2020 - Present

Consultant

Providing marketing and design expertise, event and program development, and project management to companies, non-profit organizations, and individual clients. Projects include:

- Event planning and management for Snorkel AI and SentiLink
- Brand development, go-to-market, and customer acquisition strategy for the mobile app Doxi
- Project management and digital communications development for Jennifer Scully Design
- Design services, project management, and client advocacy for residential building and renovation projects

STANFORD PROFESSIONALS IN REAL ESTATE (SPIRE) – Palo Alto, CA

2018 - 2020

Director, Programs & Events / Interim Executive Director

Responsible for developing and producing regional and national events for a non-profit organization consisting of Stanford University alumni working in commercial real estate and development. Interim Executive Director.

- Developed and managed fundraising and sponsorship programs
- Produced events that included conferences, webinars, high-touch executive programs, and fundraising events
- Managed communications strategies, social media, and digital channels
- Steered the organization for six months during its selection and appointment of a new (Stanford University alumnus) Executive Director; managed the budget, operations, and staff

SABBATICAL

2017 - 2018

Traveler / Student / Interior Designer

Traveled abroad. Studied Wine Business Management in Sonoma, California. Studied Italian in Florence, Italy. Provided interior design and project management services for the creation of a vacation apartment in San Francisco and a 5,700+ square foot home in El Pescadero, Baja California Sur, Mexico.

WIDEORBIT - San Francisco, CA

2009 - 2016

Head of Marketing and Communications

Responsible for driving marketing and communications strategies for a global software company that provides business management solutions to the broadcast media industry.

- Created and implemented targeted programs to launch new products, generate demand and drive awareness
- Established key positioning, messaging and brand identity for the company and product lines
- Developed and produced corporate events: user conference, tradeshow, sales and executive events
- Managed PR and cultivated relationships with key media, analysts, influencers, strategic partners, and industry advocacy groups

REALEYES3D S.A. & QIPIT Inc. - Paris, France / San Francisco, CA**2005 - 2008****Director of Marketing Communications**

Produced high-impact marketing programs and communications strategies for a global startup providing mobile applications and services, and its US subsidiary, Qipit Inc. Reported to the CEO.

- Developed and produced successful programs that increased visibility, promoted brand leadership and generated sales in the US, EU, and Asia for the parent software solutions company
- Created the brand identity and orchestrated the go-to-market strategy, customer acquisition strategy and successful U.S. launch of the Qipit mobile app

DMP MARKETING CONSULTING - Paris, France / San Francisco, CA**2003 - 2005****Consultant**

Provided strategic direction and creative marketing and communications expertise, tools and services to entrepreneurs and businesses across a variety of industries.

- Created marketing strategies, programs and sales tools for companies emerging into new markets
- Provided market research, brand development and analysis, project management, writing and creative services
- Developed programs and events to increase awareness, generate demand, and drive customer loyalty

AVANTGO (acquired by iAnywhere/Sybase, Inc.) - Hayward, CA**2002 - 2003****Senior Manager, Corporate Marketing**

Developed world-class marketing programs for a mobile applications company emerging into new vertical markets. Reported to the CEO.

- Created and implemented online and direct marketing programs to generate demand
- Provided research and analysis to expand the mobile application line into new vertical markets
- Developed and produced events, seminars, and webinars

ANNUNCIO SOFTWARE (acquired by PeopleSoft, Inc./ORACLE) - Mountain View, CA**1998 - 2001****Director, Brand Marketing & Demand Generation**

Directed corporate communications, brand marketing and demand generation strategies for a startup providing a sophisticated digital marketing platform.

- Established corporate and product brand identities, key positioning, and core messaging
- Developed and implemented demand generation, advertising, and communications strategies
- Produced high-visibility tradeshow and executive events
- Developed multi-channel marketing campaign strategies that integrated digital marketing with print advertising, direct mail, contests, and live events

Career Note

Additional senior marketing and communications roles at Oracle Corporation, Viewstar Corporation, BAAN, and Mosaix (acquired by Lucent Technologies). Details available upon request.

Education**BS in Business Administration with a concentration in Marketing**

University of Minnesota - Carlson School of Management