

DIANE LAW

www.linkedin.com/in/dianellaw

MARKETING FACULTY

A Senior Executive with an extensive track record of success in business-to-business industries looking to further leverage her real-world knowledge and experience in a teaching capacity at the Undergraduate and MBA-level. A focused and dedicated professional with compelling teaching skills that integrate academic concepts with business reality resulting in optimized learning. Areas of expertise include:

- Integrated Marketing
- PR Strategy
- Marketing Tools
- Accounting
- New Business Development
- Brand Management
- Social Media Marketing
- Marketing Research
- Strategic Business Planning
- Marketing Communications Strategy
- Product Marketing and Management
- Financial & Budget Management

ACADEMIC EXPERIENCE

UNIVERSITY TEACHING

Associate Professor of Marketing, Point Loma Nazarene University, San Diego, CA Aug 2018 – Present
Adjunct Faculty, Point Loma Nazarene University, San Diego, CA Jan 2016 – Aug 2018

Undergraduate classes (in-class): *Principles of Marketing, Integrated Marketing Communications, Consumer Behavior, Marketing Research (UG & MBA)*
Marketing Management (MBA)

Adjunct Faculty, University of San Diego, San Diego, CA 2016 - 2018
Undergraduate classes (online): *Principles of Marketing*

Adjunct Faculty, UCSD Extension, San Diego, CA 2016 - 2018
Extension Program (In-class): *Practical Market Research*

Adjunct Faculty, United States University, Mission Valley, CA 2015 - 2018
Executive MBA Program (online and in-class): *Managerial Accounting, Marketing Strategy, Finance*

Adjunct Faculty, Argosy University, San Diego, CA 2015 - 2017
Undergraduate and Graduate classes taught (online and in-class): *Financial Management, Managerial Accounting, Principles of Accounting, Communication Strategies for Managers, Marketing Planning and Strategy, Finance*

Adjunct Faculty, California Miramar University, San Diego, CA 2013 - 2017
Undergraduate and Graduate classes taught (online and in-class): *Finance, Principles of Accounting, Managerial Accounting, Marketing Management, Product Management, International Marketing, Pricing Strategies and Project Management*

INDUSTRY TRAINING

- Extensive instructional design experience utilizing case studies, technical white papers, manuals, product spec sheets, marketing collateral, training courses, change leadership courses and presentations.
- Developed and delivered change leadership laboratory for CEOs auditing their change competence.
- Developed and delivered global product and service training to diverse domestic and international corporate and customer populations.

PROFESSIONAL EXPERIENCE

D&K ENGINEERING, San Diego, CA

2006 - 2015

Vice President of Marketing

- Identified the organization's needs; developed and executed a marketing plan that drove new business and facilitated meeting sales goals and objectives. This included overhauling an engineering-based web presence to a marketing-based site promoting engineering and manufacturing services.
- Key senior contributor in delivering a 260% increase in services revenue and a 90% growth in manufacturing business.
- Spearheaded a comprehensive online, social media and promotions strategy that led to the capture of key clients and increased online visibility by 400% in 12 months.
- Significantly raised the company's public recognition by writing and submitting numerous award applications resulting in the receipt of 21 awards including Inc.'s '5,000 Fastest Growing Private Companies' five years in a row and the Ernst and Young Entrepreneur of the Year.
- Conceived of, researched, designed and implemented an internal communications plan that included a new company intranet site and a formal internal communication program. This comprehensive and user-friendly communications program kept employees current on information and provided easy access to documents that facilitated more efficient and effective work.

PARACHUTE MARKETING, San Diego, CA

2004 - 2015

Owner/Principal

- **D&K Engineering:** Conceptualized, created, implemented and managed the company's marketing strategy and messaging that positioned the company for a 134% revenue growth in three years.
- **Rhino Web Group:** Effectively applied cross-industry expertise and market targeting in the development of 20 websites that positioned Rhino's clients for success.
- **CUSTOMatrix:** Created and built a Marketing Practice for this consulting organization, resulting in a 97% increase in marketing revenues within the first year.

KELLY'S MISSION ROCK, San Francisco, CA

1998 - 2009

A start-up, waterfront restaurant.

Consultant (served in capacity of General Manager, Controller and CFO)

- Through comprehensive planning and meticulous implementation, start-up achieved profitability in the first six-months; annual sales exceeded \$3M within two years.
- Led the strategic and operational response to the 9/11 economic downturn. Identified fresh opportunities that created a new profit center thereby allowing the business to weather what was an unprecedented restaurant-failure rate in San Francisco.
- Successfully negotiated more favorable loan-repayment terms that preserved capital and established an operating reserve necessary for future, unforeseen downturns.

ADDITIONAL RELEVANT EXPERIENCE

Vice President of Marketing Communications, FUJITSU CONSULTING, Sunnyvale, CA

Executive Director of Marketing, MOTOROLA, Scotts Valley, CA

Director of Marketing, NETIGY, San Jose, CA

Director of Marketing, CISCO, San Jose, CA

Marketing Manager, 3COM, San Jose, CA

Product Marketing Manager, SILICON GRAPHICS, Detroit, MI/Mountain View, CA

SELECT CIVIC AFFILIATIONS

Board Member, Boys and Girls Club of Greater San Diego

Member, Boys and Girls Club of Greater San Diego Marketing Committee

Member, San Diego Youth Symphony International Youth Musiccamp Committee

Member, Women in Technology International

Member, Rancho Bernardo Rotary, Rancho Bernardo, CA

EDUCATION / TRAINING

DBA, Marketing, Grand Canyon University, Phoenix, AZ (*expected completion 2020*)

MS Accounting, UNIVERSITY OF PHOENIX, San Diego, CA

MBA, UNIVERSITY OF PHOENIX, San Jose, CA

BS - Business Administration (Marketing & Management), DUQUESNE UNIVERSITY, Pittsburgh, PA

Certificate - Social Media Marketing, RUTGERS UNIVERSITY, New Brunswick, NJ

Executive IT Boot Camp, STANFORD UNIVERSITY PROFESSIONAL EDUCATION, Palo Alto, CA