

Diana Dubois

ENTERPRISE, EXECUTIVE & CHANGE COMMUNICATIONS LEADER • BRAND MANAGEMENT
• INTERNAL & EXTERNAL ENGAGEMENT • PROPOSAL & BUSINESS DEVELOPMENT STRATEGY

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EXECUTIVE SUMMARY

Strategic communications and marketing leader who helps organizations communicate clearly, engage meaningfully and transform ideas into action. Extensive experience directing brand strategy, executive and change communications, proposal management, and stakeholder engagement across AEC, professional services, technology (SaaS and infrastructure), logistics, and nonprofit sectors. Skilled in translating complex concepts and business priorities into narratives that elevate market reputation, strengthen employee alignment, and convert strategy into measurable results – from bringing brands and products to new markets, to guiding organizations through mergers, enterprise rebrands, and corporate transition. Combines strategic vision with hands-on execution, and is trusted to advise executive leadership, manage budgets and vendor relationships, facilitate cross-functional teams, and lead, mentor, and develop high-functioning teams.

INTERNAL COMMUNICATIONS	NEW MARKET ENTRY	BRAND GOVERNANCE & IDENTITY	EVENT MANAGEMENT/ MARKETING	PROPOSALS & PURSUITS
9,700 FTE across 35 locations at AmeriServe, Inc. 550 FTE across 5 companies at ETAN Industries 30+ employee/internal events	0→70% increase in brand/ product awareness \$124M in contracts awarded OVER A 3-YEAR PERIOD	 CONGO RESTORATION restoring hope through education ETAN INDUSTRIES FASTLane® The Financial Accountability Solution for Tolling susan G. komen.	<i>Season of Service</i> community relations <i>Contact Center Week</i> employee engagement <i>AmeriServe is Me</i> employee recognition <i>FASTLane®</i> product innovation	600+ new business proposals 65% shortlisting improvement 60% increase in proposal production speed

SIGNATURE ACHIEVEMENTS

- **Brand/Product Market Introduction Strategy - FASTLane product launch, ETAN Tolling Technology/ETAN Industries**
Situation: ETAN lacked market recognition/identity amid entrenched competition from internationally recognized firms.
Action: Devised a three-year strategic plan to shape brand visibility, product positioning, and go-to-market strategy.
Outcome: Increased brand/product recognition from 0 to 70% among tolling decision makers, and 0 to 45% among consultants and influencers. Won IBTTA's Private Sector Innovation Award. \$124 million in contracts awarded, customers included NHDOT, UDOT, WSDOT, San Diego Area Governments, Miami Dade Expressway Authority, and North Texas Tollway Authority.
- **Led Change Management/Enterprise Communications through Bankruptcy and Corporate Sale - AmeriServe, Inc.**
Situation: Unease among suppliers and the organization's 10,000 employees threatened continuity of operations.
Action: Directed internal, external, and change management communications through the transition. Developed internal communications channels to directly address employee concerns. Oversaw external crisis PR agency activities.
Outcome: Preserved stakeholder confidence through one of the most complex periods an organization can face.
- **Created Award-Winning Community Impact Campaign - Season of Service, ETAN Industries**
Situation: Employees and leadership alike asked for opportunities to work together to support a shared cause..
Action: Conceived and led a corporate philanthropic campaign that mobilized an employee volunteer force and incorporated team-building, employee engagement, and client appreciation components.
Outcome: Campaign recognized for "Best Community Spirit" by Contact Center World Performers organization. Leveraged a sizeable corporate donation to Feeding America to honor our customers and support hunger relief activities in their home communities. PR efforts resulted in coverage by three trade media outlets and a "Hometown Hero" news segment on the local FOX affiliate.

► **Process Optimization - Proposal Automation, GrantWorks, Inc.**

Situation: When produced manually, proposals require careful pagination and extensive quality review.

Action: Standardized proposal language and content and developed a mergable template to automate workflows.

Outcome: Reduced production speed for high-volume proposals by 60% and increased department capacity to respond to higher-value strategic pursuits.

► **Built a Speakers Bureau & Thought Leadership Program - Reputation Management, ETAN Industries**

Situation: ETAN was virtually unknown in the tolling industry and needed to establish brand credibility and a reputation for technical innovation and expertise to effectively market FASTLane — its new toll operations platform.

Action: Created strategic communications and pitched people and content for speaking opportunities, editorial placement, panel discussions, roundtables, and case study and research presentations. Provided media training and advisory services for featured participants.

Outcome: Established ETAN as an innovator and thought leader in the transportation/tolling industry. Strengthened organizational credibility and elevated executive and subject-matter visibility.

PROFESSIONAL EXPERIENCE

BOARD OF DIRECTORS MEMBER & MARKETING ADVISOR | Congo Restoration | August 2011–Present

Board member and standing marketing advisor for an education-focused nonprofit operating in the Eastern Congo.

- Advise on and support social media, donor communications, marketing and fundraising strategy.
- Campaign planning, art, content and social media/email implementation, performance metrics.
- Manage website, fundraising platform and online payment systems.
- Provide messaging and graphic design support and guidance.

PROPOSAL STRATEGIST | GrantWorks, Inc. | August 2022–September 2025

Owned strategy, positioning, project management, design, production, compliance assurance and submittal of high-value strategic proposals for grant administration services for publicly funded projects, the majority of which related to city, regional and state-level infrastructure, resiliency, and sustainability efforts.

- Developed compelling technical narratives for RFPs, RFIs and RFQs.
- Automated InDesign templates for high-volume proposals, reducing production timelines by 60% and increasing team capacity for higher-value strategic pursuits.
- Strengthened organizational competitiveness through improved messaging architecture and process efficiency.
- Interviewed subject-matter experts and translated complex infrastructure, disaster-recovery, and economic-development methodologies into clear narratives.

HEAD OF MARKETING | BOKA Powell Architects | February 2021–March 2022

Directed marketing strategy, corporate communications and business development for a four-studio architecture and interior design firm.

- Managed all internal and external communications including strategy, planning, channels, content production.
- Monitored performance metrics including reach, engagement, and conversion for strategy refinement considerations.
- Led PR efforts, events, project photography, and awards submissions.
- Strengthened brand consistency and market visibility across studios.
- Managed a four-member team of marketing specialists and proposal coordinators that functioned as a centralized marcom resource for all studios.

BUSINESS DEVELOPMENT DIRECTOR | Wilson Associates | February 2019–February 2021

Marketing and business development lead for a global luxury hospitality design firm.

- Managed internal/external communications, portfolio development and client outreach.
- Created a distinct editorial voice for the Dallas studio while maintaining global brand alignment.
- Reimagined project descriptions with narrative-driven storytelling.
- Collaborated with local operations, design leadership and business development colleagues worldwide.
- Created and managed marketing budget and coordinated the submittal of budgets from other studios.

DIRECTOR OF MARKETING COMMUNICATIONS | ETAN Industries | May 2006–February 2019

Directed all corporate communications, enterprise branding, thought leadership and media strategy, stakeholder engagement, reputation management, and marketing initiatives for a family of five privately held companies. Led employees, contractors, and cross-functional contributors spanning communications, creative services, proposals, and business development, with ownership of budgets and vendor/agency relationships.

- ▶ Executed a three-year strategic plan to guide new-market entry that drove \$124M in tolling contracts.
- ▶ Increased brand awareness from 0% to 70% among decision makers and 0% to 45% among consultants.
- ▶ Built a speaker’s bureau and thought leadership program that elevated organizational credibility.
- ▶ Led an enterprise-wide rebrand across five subsidiary companies, unifying market identity, sharpening service-offering clarity, and creating new cross-promotion opportunities.
- ▶ Secured the Toll Excellence Award for Private Sector Innovation.
- ▶ Delivered award-winning community relations and employee recognition programs.
- ▶ Improved proposal shortlist rates from 25% to 90%.

EARLY CAREER

Branding Project Consultant | Susan G. Komen for the Cure
Director of Communications | Temple Emanu-El
Manager, Corporate & Internal Communications | AmeriServe, Inc.

CORE LEADERSHIP COMPETENCIES

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| • Strategic Storytelling & Executive Communications | • Brand Standards/Enablement Tools/Media Kits |
| • Internal Communications, Culture & Engagement | • Process Optimization & Organizational Effectiveness |
| • Multichannel Content Strategy & Editorial Planning | • Asset Management |
| • Change Leadership & Organizational Transformation | • Team Development & Talent Cultivation |
| • Crisis Communications Policy, Strategy, Training | • Performance Measurement |
| • Brand Strategy & Market Positioning | • Event Management & Marketing |

TECHNICAL & INDUSTRY SKILLS

Tools & Platforms: Adobe Creative Cloud • MS Office • CRM Platforms (Salesforce, Blackbaud, Deltek Vision) • Web/Social Analytics & SEO • Business Intelligence Tools (QuickBase, Power BI, Tableau, Various AI Platforms)

Industry Experience: AEC/Architecture & Design • Technology & SaaS • Business Process Outsourcing • Professional Services • Government & Public Sector • Tolling/Transportation • Logistics • Nonprofit & Faith-Based Organizations

EDUCATION

BACHELOR OF SCIENCE, JOURNALISM | University of North Texas
BACHELOR OF ARTS, POLITICAL SCIENCE | University of North Texas