

**DIANE CHEN**

CHIEF BRAND &amp; STRATEGIC MARKETING

"My favorite topic is exploring how businesses can *move beyond mediocrity to achieve tangible results*. I'm here to inspire you to build a brand you're truly proud of.

**CONTACT**

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Los Gatos, California

[dianeideea@gmail.com](mailto:dianeideea@gmail.com)**LANGUAGES**

English  
Chinese Mandarin  
Moderate Japanese

**EDUCATION****Executive Business Program**

Harvard University  
2004

**MBA in Marketing Management**

Pepperdine University  
1995

**Graphics & Packaging Design**

Art Center College of Design  
1991

**REFERENCES**

Available upon request

**PROFILE**

Seasoned brand visionary leader with over 20 years of experience leading creative strategy, brand development, and multi-channel marketing efforts for global tech companies. Proven track record in building and mentoring high-performing creative teams, driving engagement, and elevating brand presence. Expert in aligning brand strategies with business goals, leveraging data-driven insights to craft compelling narratives and ensure consistency across all marketing channels.

Strategic Thinker

Leadership

Creative &amp; Advertising

Events Experience

Thought Leadership

Comm. Excellence

**PROFESSIONAL EXPERIENCE****Chief Brand Innovation**

2020 - present

Virsitil Inc.

[Achievements](#)

- Developed a comprehensive brand and creative vision for B2C and B2B clients' strategies that aligned with business goals and enhanced the clients' market presence.
- Led a diverse internal team and external partners, fostering collaboration and creativity while managing the development of design, content, and brand assets across digital and traditional channels.
- Delivered high-quality, engaging platform content that optimized user experience and increased engagement, overseeing creative and design execution across paid media, SEO, social, and email campaigns per clients' set goals and objectives.
- Partnered with clients' product and UX teams to ensure seamless integration of design and creative elements for an optimal user experience, driving innovation in storytelling.
- Analyzed creative campaign performance using data-driven insights to refine strategies, continuously improving brand awareness and customer acquisition.

**Vice President, Brand Marketing**

2019 - 2020

Gigster

[Achievements](#)

- Spearheaded the development of Gigster's global brand strategy, managing a team of designers, copywriters, and content creators while overseeing all marketing functions including PR, internal communications, creative design, and advertising.
- Championed the creation of innovative content and design that aligned with brand messaging and strategic goals, increasing user acquisition through data-driven digital marketing initiatives.
- Collaborate cross-functionally with product marketing and executive leadership, ensuring consistency in messaging and design across channels, and positioning Gigster as a leading tech platform.
- Managed external agencies and internal teams to execute high-impact marketing campaigns, leveraging data and analytics to optimize performance and ROI.

**Vice President, Corporate Brand Marketing**

2017 - 2019

Sitecore

[Achievements](#)

- Directed global rebranding efforts and developed a comprehensive brand strategy to drive user engagement and elevate brand awareness across digital and traditional platforms.
- Led a talented team in the creation and execution of innovative content strategies, establishing Sitecore as an industry thought leader and aligning brand messaging with long-term business objectives.

- Collaborated with product, sales, and UX teams to ensure creative elements and campaigns provided a seamless customer experience and aligned with business goals. Managed external creative agencies and internal resources to produce high-quality marketing content, ensuring consistency in brand identity and design across all channels.

### **Head of Global Brand**

BMC Software

2013 - 2017

[Achievements](#)

- Led the global rebrand strategy, ensuring that all product launches, campaigns, and marketing initiatives aligned with core brand values and messaging, driving significant increases in brand awareness and engagement.
- Developed creative content and executed high-profile events, including sales kickoffs and global road tours, to strengthen relationships with customers, prospects, and partners.
- Oversaw performance metrics and brand communication across channels, including PR, advertising, blogs, SEO, social media, and video, to ensure consistent brand messaging and achieve marketing objectives.

### **Director, WW Brand Experience**

Lenovo

2012 - 2013

[Achievements](#)

- Led Lenovo's global rebranding strategy, ensuring brand consistency across all corporate initiatives, product launches, and marketing campaigns. Directed a diverse team to produce high-impact brand designs, communications, and innovative content across social media, SEO, paid media, direct-to-consumer (DTC) e-commerce, and advertising channels, driving both DTC and B2B sales.
- Developed and executed comprehensive marketing strategies to enhance customer acquisition, engagement, and retention, leveraging data-driven insights to optimize performance across multiple platforms.
- Established and tracked KPIs to monitor team performance and marketing effectiveness, continuously improving campaign alignment with broader brand goals.
- Spearheaded event strategies that integrated with marketing initiatives, maximizing return on investment while mentoring and growing a high-performing marketing team. Collaborated closely with sales and product teams to align marketing campaigns with product launches and market expansion.

### **Director, Global Brand Strategy**

Atmel

2010 - 2012

[Achievements](#)

- Led the global branding strategy, ensuring core brand values and messaging were seamlessly integrated across all corporate initiatives and product launches.
- Directed a team in creating high-impact brand advertising, marketing communications, innovative storytelling, and digital marketing programs, significantly increasing brand awareness and market penetration.
- Successfully managed sales enablement and industry events, positioning Atmel as a leader in the tech space through innovative content strategies and targeted digital campaigns.

### **Director, Global Brand Strategy**

Plantronics

2008 - 2010

[Achievements](#)

- Led the global brand, digital marketing, and communications strategy for Plantronics, driving go-to-market success for corporate and product initiatives. Mentored and developed a high-performing team across PR, digital marketing, creative design, advertising, and content creation, fostering a culture of collaboration and innovation.
- Managed the execution of integrated marketing campaigns that aligned with the company's long-term business goals, driving growth across multiple customer segments.

### **Senior Brand Experience Design Manager**

Microsoft

2005 - 2008

[Achievements](#)

- Led the repositioning of the Microsoft.com brand user experience, including digital brand launch development for Office and Windows Vista, Xbox and Zune.
- Directed the rebranding of Xbox.com and the launch of Zune.net, ensuring brand consistency and optimal user experience across digital platforms.
- Mentored cross-functional teams in digital brand marketing, creative design, advertising, content creation, and event management, driving innovation and growth.

### **Senior Global Brand Commercial Manager**

Procter & Gamble

2004 - 2005

[Achievements](#)

- Directed the repositioning of prominent P&G brands, including Downy, Tide, and Swiffer, ensuring alignment with brand values and enhancing market presence.
- Led traditional strategic brand development, digital brand marketing initiatives, innovative packaging, creative design, and advertising campaigns, resulting in successful brand launches and increased customer engagement.