

## **Diane Vacarra**

328 Winter Street, Framingham, MA 01702 508 875-7076

dianevacarra@gmail.com

diane\_vacarra@uml.edu

### **Summary**

Thirty-five years of corporate management experience  
Seven years of non-profit management experience  
Fifteen years of AACSB business school teaching experience (concurrent with above)  
Three years, Visiting Instructor, The Manning School of Business

### **Education**

MBA, Simmons School of Management  
Accelerated Bachelor of Science Program, Metropolitan College, Boston University

### **Teaching Experience**

#### **Instructor, UMass Lowell, Manning School of Business (2002-2007 & 2011-Present)**

- *Managing Organizational Change online and on-campus MBA Program.*
- *Strategic Management- undergraduate and undergraduate honors section.*
- *Organizational Behavior, 2-credit introduction course to MBA students.*
- *Negotiations and Communications.*

#### **Instructor, Boston University School of Management (2003-2005)**

- *Leadership, Organizational Behavior, Managing Teams.*

### **Management/Corporate Experience**

#### **Project Manager SAP/Wellesley Information Services (2007-2009)**

Developed SAP educational programs and conferences, nationally and internationally for Fortune 1000 corporations.

- *Client Companies included: Baker Hughes, BMW, BP/Amoco, Bristol Myers Squibb, CITGO Petroleum, Coca-Cola, DuPont, Ernest & Young, Exxon Mobil, Intel, Lockheed, NASA, National Grid Transco, The Home Depot SSC, Valero Energy Co. (An extensive list of client companies can be found at): <https://global.cmich.edu/programs/content/mba/CompaniesWhoUseSAP.pdf>*
- *Projects included: Managing Change in Business Organizations, Business Process Optimization, Business Intelligence, Business Planning and Consolidation, Developing Centers of Excellence, Human Resource Management, Finance, Master Data Management, Governance, Risk, and Compliance, Service-Oriented Architecture, and Portal Design and Management.*
- *Managed a staff of 30-plus people from various departments: editing, copyediting, Web production, publications, on-site logistics, travel, marketing, and sales.*

- Recruited and collaborated with subject-matter experts and thought leaders from organizations such as NASA, Colgate-Palmolive, Johnson and Johnson, Accenture, Bearing Point, Capgemini, Deloitte Consulting LLP, IBM Global Services to produce case studies highlighting best practices for using SAP technology in large organizations.
- Full team and project management from concept to implementation, profitability, after-action review, and continuous improvement.
- Consistently exceeded, client satisfaction and profit goals, resulting in a strong client base for future services.

**Project Manager, Informa, USA (2005-2007)**

Developed projects in web based learning, on site conferences, and seminars, for national and international audiences in emerging technologies, life sciences, and biotechnology.

- Conducted strategic planning, analyzed return on investment for various projects, set financial guidelines and budgets to ensure successful and profitable projects.
- Collaborated with academic and scientific leaders to produce conferences and publish findings in professional journals such as Bioethics, Nanotechnology, Nanotoxicology, Material Sciences, Green Chemistry, Drug Discovery and Biotechnology.
- Identified and recruited scientists and industry leaders as advisors and contributors.
- Issued call for papers, set up review boards for paper selection for presentation and publication.
- Partnered with organizations for program participation and financial support such as the National Institute of Health, the National Institute of Occupational Safety and Health, the American Society of Chemistry, and the US Air Force, Department of Defense.
- Led teams to consistently deliver successful projects on time and on budget.

**Program Manager, DuPont-KDI (1994-2002)**

Led the opening of a new division that targeted new market segments and a change in product branding. Developed marketing and educational programs aimed at the healthcare, life sciences, and higher education market segments that led to an increase in sales of 30% the first year.

- Oversaw implementation of strategic plans that consistently increased brand awareness, client loyalty and revenue.
- Instituted a broad based marketing campaign that included advertising, public relations, media, web and targeted communications, participated in professional organizations, and sponsored educational programs based on DuPont product specifications as they relate to targeted industries.
- Gained continuing education accreditation for programs required for professional licensing from organizations such as the American Institute of Architects and the Construction Specifiers' Institute.
- Increased revenue in the first year by 30%, 20% in subsequent years.

**Vice President, AW Hastings of Massachusetts, Inc., Commercial Division (10 years)**

Directed and evaluated all aspects of the division's administrative functions and performance, reported to the company's board of directors.

- Conducted long term strategic planning.
- Developed pro forma sales, income and cash flow forecasts.
- Provided solutions to various business challenges in relation to meeting revenue goals.
- Set level of service standards and monitoring.
- Controlled costs.
- Maintained continuous process improvement to meet goals for revenue growth.

**Non Profit Management**

**Information Technology and Educational Program Manager, Town of Framingham (2011- 2014)**

Led a team of professionals in managing and maintaining a technology center for in-house staff and created educational programs for the general population.

- Recruited and managed a team of technical consultants and educators.
- Developed curricula for professional training and community education sessions.
- Obtained funding through grants and sponsorships: Recent grants included funding for computer lab equipment for public use.

**Business Manager, Kodaly Center of America (1991-1993)**

Managed the business and financial operations for this non-profit educational foundation and established historical archives.

- Oversaw the donor and membership outreach programs, grant and fund raising initiatives and related special events.
- Researched and acquired grants and managed grant funding. Edited published and supervised circulation of a monthly newsletter.
- Conducted cash flow analysis, financial planning, tax reporting and assisted in year-end financial audits.
- Established an archive of historic manuscripts, publications, photographs, documents and letters from founders, Zoltan Kodaly and Anton Dvorak among others. Documented the history of the organization from its early years at the peak of the Cold War and its first supporters, the Ford Foundation, the Rockefeller Foundation and some of its most celebrated sponsors such as Leonard Bernstein, Yo-Yo Ma and Sir Georg Solti.

## **Other Experience**

- Framingham Adult English as a Second Language Program, Instructor
  - Literacy Volunteers of America, Instructor
  - Collaborative Family Health Care Association, Board of Advisors
  - Kodaly Center of America, Board of Directors Led a strategic planning initiative that redefined the organization's goals and mission.
  - Construction Specifiers' Institute, Secretary, Vice-president
  - Town of Framingham Medical Emergency Response team
- Strategic Planning Consultant

## **The Manning School of Business, Activities**

- Assessment Committee, 2017-2018
- Honors College Project Mentor, 2017-2018
- Department of Management, Student Involvement Initiative Committee 2016-2017
- Management Society Launch Committee 2016-2017
- Scholarship Review Committee 2017
- Student and Alumna Affairs Committee, Chair, 2016
- Honors College Project Mentor, 2015-2016
- Faculty Harbormaster

## **Conferences and Professional Organizations**

- 6th Annual Deshpande Symposium, 2017
- Academy of Management, National and Boston Chapters
- Institute of Behavioral and Applied Management