

# DIANNE M. DURKIN



Dianne Durkin is President and Founder of Loyalty Factor, LLC, a specialized training and consulting firm offering programs to help companies increase customer, employee and brand loyalty through improved customer relationship and management skills. Ms. Durkin has over 25 years experience in finance, direct sales, international marketing and training and development. She has held Vice President and President

level positions with companies like GE, Gulf Oil, Digital Equipment Corp. and

Corporate Branding Partnership. She also founded and sold two companies. Dianne's combination of executive management and entrepreneurial skills has proven very beneficial in helping major corporations and small enterprises achieve maximum results.

Because of her unique blend of executive management and entrepreneurial skills, Dianne is continually sought after to both lead companies into new markets and directions, and help companies restructure their organizations and build lasting commitment with employees and customers. With her unique skill set, consisting of finance, direct sales, international marketing, communications, training and development, she incorporates Return on Investment thinking into all her processes and recommendations thereby showing measurable results to her clients.



*Dianne is described as a visionary thinker that takes abstract ideas and turns them into reality. She is a true leader, a rare combination of creativity and strong business sense who quickly gets to the core issues and their impact on the organization, profits, productivity and people.*

*Her effective style at all levels of an organization energizes people to over achieve personally and professionally while at the same time providing an atmosphere of camaraderie and mutual respect.*

A graduate of River College, Ms. Durkin holds a Masters Degree in Mathematics from Duquesne University. She has also completed advanced management programs at the University of Santa Clara and Babson College.

The YWCA named Dianne Distinguished Woman of the Year. She is active in the Boston Club, the Commonwealth Institute, and the CEO Club of Greater Boston, Who's Who in America and Women in World Trade. She is fluent in French and Polish.

**Loyalty Factor, LLC**

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