

# DIANE M. HOLMSTROM

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## SENIOR EXECUTIVE – SALES AND MARKETING

Professional history represents over 20 years of driving revenue and increasing market share by planning and implementing comprehensive sales and marketing strategies. Solid track record for successfully hiring correct teams to complement the organization. Demonstrated talent for providing swift assessment, analysis and development of solutions and strategies for achieving operational and financial objectives.

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### AREAS OF EXPERTISE

- **Business and Strategic Planning:** Collaborates with executive teams to provide future planning for growth of business. Key player in determining overall business plans to match the product/service to the current market conditions exercising efficient operations.
- **Marketing Strategy:** Conceives, plans, creates and integrates marketing campaigns to support existing and future product profiles. Provides market analysis, evaluates product strengths and weaknesses and delivers complete profiles of customers and competitors.
- **Business Development:** Uncovers, cultivates and develops relationships fostering powerful strategic alliances to support market share increases. Monitors relationship progress to verify validity of the original agreement and recommend adjustments to ensure a “win-win” strategy.
- **Distribution Channels:** Identifies researches and analyzes all potential distribution channels. Recommends a focused plan considering appropriate support from channels. Recruits, interviews, hires and trains for each channel to drive revenues and increase market share.
- **Direct Sales:** Locates, hires, trains and retains qualified professionals to sell technology. Works to perfect one-on-one sales presentations and develop seminar materials for group selling. Instigates and matures job appropriate compensation plans to cover ongoing growth. Nurtures team environments to result in negligible turnover rates and a dramatic increase of sales.
- **Customer Relations:** Trains and services customers on products requiring initial implementation and ongoing upgrading. Develops customer retention programs to foster loyalty even during the hard times and turns the customer base into a powerful referral network.
- **Operations:** Drives to visibility processes necessary to release product. Identifies improvements to employ efficiencies, increase quality and enhance the bottom line.

### HIGHLIGHTS OF ACHIEVEMENTS

- Participate in strategic business planning process for “starts” and “re-starts” of Internet technology firms. Perform analysis of current market conditions and evaluate the situation at hand. Assess the quantity/quality of customers and develop/adjust the marketing and sales approach in addition to the feature set of the product.
- Research and develop relationships with sources of funds for non-bankable clients in the technology industry. Help to create programs with funding sources to support the purchase of software development for the staged deployment of enterprise wide systems to include project management, development, customization, implementation and training.
- Performed a key role in successfully planning and deploying a US presence for a mortgage lending software company. Initiated, directed and facilitated the growth and expansion of the sales team and distribution channels. Instrumental in leading the conversion of an average \$100,000 monthly loss of a private company to a public company generating over \$18 million annually in revenues. Participated in the Initial Public Offering and implemented cost reduction programs when business dropped 40%. (InterlinQ Software Corporation)

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## PROFESSIONAL HISTORY

- **CEO.** 11/02 to 02/03/08  
NETUPDATE, INC. Bellevue, WA  
*Technology Services for the Mortgage Industry*
  - Hired by investor capitalists for turn-around situation in 5 year old company
  - Employed methodologies used for consulting as it relates to ensuring the right people, policies and procedures were in place to operate the company efficiently.
  - Executed difficult and timely decisions to elevate the target market from brokers to mid-sized banks, community bankers and mortgage bankers by defining new product feature set, new pricing and hiring appropriate sales people.
  - Worked a plan to sunset outdated product.
  - Presented company growth and operational efficiencies to board members and potential partners.
  - Active board member and secretary of the board minimum of 10 times a year.
  - Initiated discussions to raise additional capital for the company.
  - Strategically defined the plan to grow the company.
  - Assisted in orchestrating a corporate sale to a Canadian firm in a complimentary industry.
  
- **Principal** 10/96 to 11/97 and 10/99 to 10/02  
B-FOUNDATIONS.  
*Business strategist for technology companies*
  - Consult with executive management of companies to develop business plans that will draw venture capital interest due to aggressive yet achievable goals.
  - Analyze current market conditions and evaluate competition.
  - Perform product reviews to include feature/function/benefit analysis and use information to develop critical sales tools.
  - Develop marketing plans to launch new technology into chosen markets.
  - Define best methods of selling e.g. direct sales, telephone sales, non-employee representatives or through leveraged alliances.
  - Interview, hire, train and mentor sales people in order to make adjustments to the selling methodologies.
  
- **Vice President Sales and Marketing** 2/91 to 4/96  
INTERLINQ SOFTWARE. Bellevue, WA  
*Mortgage Lending Software*
  - Produced and supported an annual growth rate of 30% for three consecutive years.
  - Participated in the Initial Public Offering. Developed and wrote all sales and marketing materials for investment bankers and for executives performing “road show” appearances.
  - Grew sales team from 6 to 29 professionals reaching nationwide.
  - Developed inside sales department and tied compensation to field sales promoting a team selling environment.
  - Directed the company in a downward market during the absence of a CEO and implemented cost reduction programs.
  - Identified and defined key strategic alliances to enhance product offerings.**Western Regional Manager** 5-89 to 2-91
  - Increased sales by 30% in first 6 months. Recruited and trained sales executives using consultative and relationship selling.
  - Developed and maintained high-level contacts with financial institutions across the country.**Account Executive** 5-86 to 5-89
  - Generated 40% of total software sales for 1990. Exceeded 100% of annual sales quota all four years.
  - Assisted in designing product changes to solve customer problems resulting in productivity gains of 10 – 30% for clients.

**PROFESSIONAL HISTORY (continued)**

- **Human Resources Manager.** 05/83 5/85  
KEYTRONIC, CORPORATION. Spokane, WA  
*Keyboard manufacturer*
  - Managed departments responsible for employee hires, transfers and terminations, telephone switchboard, mailroom and employee programs.
  - Orchestrated the Product Improvement Program for employee cost saving ideas to be implemented in both production and administrative environments. Worked to sort and evaluate ideas, determine costs to implement and create a reward system for successful deployment.
  - Represented KeyTronic at Unemployment Department Hearings.

**ACADEMIC BACKGROUND**

- **Certified Mortgage Banker – CMT**  
MORTGAGE BANKING SCHOOL. THE MORTGAGE BANKERS ASSOCIATION, OCTOBER 2005
- **Bachelor of Arts Degree – Business Education**  
CENTRAL WASHINGTON UNIVERSITY. ELLENSBURG, WA MARCH 1983  
Graduated with honors..
- **Ongoing Study of Sales Techniques**  
RELATIONSHIP SELLING – SPIN SELLING