

Diane Tate
415.250.1724 * biz@stanfordalumni.org

Builder of programs and communicator for innovators. Writing and speaking [highlights](#) + [detailed list](#).

EDUCATION

- **University of California, Haas School of Business** - Master of Business Administration
 - **Stanford University** - Bachelor of History with Honors in Education
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PROFESSIONAL EXPERIENCE

Mozilla Corporation

Senior Program Manager, Internal Communications, Programs and Events (April 2015 - Present)

Part of 3-person team dedicated to increasing staff engagement and productivity through strategic program design & communications to 1100 global staff. Member of Mozilla Diversity & Inclusion Strategic Working Group.

- Scoped, piloted and launched staff-wide weekly newsletter. Maintaining industry benchmark open rate of 60%+.
- Craft and coach executive plenary messages for bi-annual All Hands event.
- Developed, designed and launched 4-day new hire onboarding program to reduce time-to-productivity and increase team effectiveness. We ran a 3-session pilot bet Nov 2015 - March 2016; attendees attained a 17% average lift in our Employee Engagement survey so we made it into a full blown thing.
- Curated, produced and managed [Mozilla Speaker Series](#). We hit over 1/3 of the org and address product development, collaboration and all kinds of things internet; speakers include Kevin Kelly, Tim Wu and Laszlo Bock.
- Co-designed and ran pilot, "Knowing The Market and Users" L&D program for Director cohort members, including interfacing directly with multiple vendors and stakeholders. (Q317)

Program Manager, Mozilla Developer Network (January 2014 - April 2015)

Mozilla touches hundreds of thousands of Javascript, HTML5 and other web and mobile developers worldwide through our [website](#), [blog](#), events and various other initiatives. Responsibilities included:

- Designing, launching and running pilot [MDN Fellowship](#) to engage advanced web developers directly with Mozilla.
- Managing developer reference phone requirements & communications across various stakeholders to drive timely software builds, documentation and supporting communications for retail channels.
- Developing project-specific KPIs and reporting them up to various levels of management.
- Planning cross-functional meetings and activities for 60-staff (+ ~100 volunteer) division.

Program Manager, WebFWD Accelerator (September 2011 - January 2014)

[WebFWD](#) was Mozilla's program supporting technical founder startups around the world. I grew the program from 2 U.S. teams to 4 global classes of 8 teams each; the 4th class ending November 2013 attracted over 100 open source startup applicants. Over 70% of our 33 alumni teams continue to launch products, hire staff and raise money, or have been acquired.

- Designed and produced 8-week curriculum & graduation program
- Established ties & partnerships with tier-1 service providers, VCs, investor groups & accelerators.
- Created and cultivated 30+ global volunteer evangelists and more top technology mentors.
- Managed all communications, promotions and marketing (events, partnerships, meetups, blog, social media).

Thump Games Inc.

Senior Director, Marketing (September 2010 - March 2011)

- Obtained favorable industry coverage from leading app review sites including Appolicious and AppCraver; also from leading tech blogs including Mashable, Urban Daddy, Silicon Valley Business Journal and Ubergizmo; and premium demo spots at ad:tech NY and the SF AppShow.
- Produced live Twitter event featuring 2 TV sports celebrities and Bowl Game promotion with leading young male site, BroBible.com (1.7M uniques). Tripled Facebook & Twitter followers and opt-in newsletter list.

Marketing & Communications - Various Projects (2008, 2010 - 2011)

Communications

- [Onavo](#). Wrote 9 blog posts for startup (purchased by Facebook for roughly \$150M).
- [Extole](#). Developed corporate repositioning, including sales enablement, PR and corporate communications. Authored company blog, feature bylines, press releases, and executive talking points for events, analysts &

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media. Earned coverage from Inc., CNET and Reuters and leading social media publications including The Next Web and Mashable. Overhauled product data sheets, sales and event presentations, case studies and website messaging.

Product Marketing & Business Development

- [Popletters](#) ("open letter" app). Retained to amplify reach for bootstrapped site with just 120 Facebook fans. Within 2 weeks after implementing my recommendations, this grew to 130K+.
- [Triangulate/Wings](#) (Facebook dating app). Hired by Trinity Ventures-backed startup for 2-week engagement; I obtained 5% registration conversion from event attendees at no cost; engaged leading content publishers for demographic: Sugar Inc. (12M uniques) and BettyConfidential (2M uniques), and NYT bestselling dating coach.

Event Production and Promotion

- [Geo-LoCo](#) and [Social-LoCo](#) Conferences. Promoted, attracted speakers & sponsors and managed logistics for flagship event attracting 365 investors, entrepreneurs, brands & agencies & coverage from BusinessWeek, USA Today, Huffington Post, TechCrunch (July 2010). Second event doubled attendees, got additional coverage from Bloomberg, CNET, CBS (May 2011).
- Planning Committee and operations lead for TEDxSF conference attracting 600 attendees (2010 - 2011).

Soar Biodynamics

Director, Business Development & Marketing (March 2009 - February 2010)

- Drove institutional partnerships with laboratories and corporations incl Safeway and Kaiser.
- Led re-architecture and redesign for website and client report.
- Managed all PR, attracting coverage from The Huffington Post, an Op Ed in The San Francisco Chronicle, feature story in the SF Business Times, and mention in "[The Decision Tree](#)" by Wired editor Thomas Goetz.

Charles Schwab & Co., Inc.

Director of Communications (February 2006 - December 2008)

- Oversaw quarterly content and distribution of executive messaging to 2,000 managers. Crafted executive presentations, business cases, speeches, emails & other high-level communications for various audiences.
- Managed Employee Engagement surveys + annual Computerworld's "100 Best Places To Work in IT" survey in 2007, spearheading rise from #97 to #53 in 1 year. Developed related collateral & advertising with agency.

Senior Product Manager (January 2002 - February 2006)

- Served as end-user advocate, launching and managing partnership with field user group to provide extensive input on product features through surveys and usability testing.
- Drove features & enhancements for trading platform used by ~500 investment advisors and consumers.

Management Associate (August 2000 - December 2001)

- Joined firm as part of MBA rotational leadership program. Obtained NASD Series 7 license.

SELECT ACTIVITIES

- **Speaker** at industry events: South By Southwest (2014 + 2015), [TEDxSanLuisObispo](#), [Silicon Valley Comes to the Baltics](#), [HTML5Dev](#) & [ForwardJS](#)
- **Startup Judge & Mentor** for [WXR Fund](#), [Women Who Tech](#), [Hackers & Founders](#), [DeveloperWeek](#), [PITME](#), and [Seedcamp](#). Quoted several times in [Accelerate](#) (FG Press - Fall 2014); **Advisor** to [Else](#) and [Squareify](#)
- **Coro Northern California Community Fellow**. [Public policy leadership program](#) (Fall 2002); later served on Alumni Association (2013-2015).
- **Board Member** [Ravenswood Youth Athletic Association](#) (2010 - 2018), Association of Women MBAs (2003-2005). Chair, Partners in Hope (2000-2).