

## DIANE DEVINE

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### PROFILE

Visionary marketing executive with over 30 years in general management and brand management with a passion for strategy, marketing and teaching. Classically trained in consumer-packaged goods holding high level senior positions among top tier companies such as Kraft, General Foods and Saatchi & Saatchi. Ran multi-million and billion dollar brands. Proven track record in strategy, branding, product innovation, digital marketing, research, and development of successful marketing and sales programs across a variety of channels and mediums. Demonstrated ability in getting new products to market with compelling strategies and customized retail programs. Senior Lecturer in Marketing at the University of New Hampshire Peter T. Paul College of Business and Economics, teaching since 2008. Community volunteer with experience in raising awareness, increasing engagement, and developing successful capital campaigns.

### EXPERIENCE

**DEVINE MARKETING GROUP**, Portsmouth, NH

2008-Present

#### **Managing Partner**

Provide general management and strategic marketing consulting services. Specialize in strategy and development, branding, product innovation, concept development, customized retail programs and go-to-market strategies. Drive to understand and embrace consumer wants, providing compelling consumer benefits that deliver a distinctive competitive edge and leverage retail customers needs and reality. Some recent client examples:

- Easterseals NH – Developed strategic plan, branding and positioning. Conducted extensive quantitative and qualitative research among clients, donors and partners to help shape vision. Developed branding and messaging for new Military and Veteran’s campus.
- University of New Hampshire – Developed a strategic branding and positioning process, branding strategies and messaging for UNH, UNH Law, Paul College, COLSA, COLA, Graduate School and UNH Manchester. Developed the UNH Brand Book for UNH Communications and Public Affairs. Developed Business in Practice (BiP) marketing communications brochures and web pages for Paul College. Developed research for branding and messaging for new College of Professional Studies that merged Granite State College and UNH Manchester into one college.
- RiverWoods— Developed branding strategy, marketing plan and conducted market research for a new location in Durham, NH for this continuing care retirement facility. Facility sold out prior to opening in 2020.
- Mama Rosie’s — Developed new product strategy and go-to market launch plan for a new entry into the organic market; Conducted focus group research among specified target audiences; Developed production plant strategy to ensure organic compliance.
- Gemline—Develop branding and marketing plans. Write copy for Gemline Look book and catalogues.
- Johnson & Johnson – Researched and identified “white spaces” for global strategic initiatives for a specified growth target market; Developed strategic action plan.
- Dannon Oikos Greek Yogurt – Developed an innovative social media program using Health Professional influencers garnering over 12 million impressions in 4 weeks.
- Southeastern Mills – Developed strategy, branding, brand architecture and marketing plan for flagship brand, Better Than Bouillon.
- Con Agra – Developed marketing strategies for Healthy Choice, Marie Calendar’s and Banquet food brands.
- Rudi’s Organic and Gluten-free Breads – Developed innovative new products and go to market launch strategy and customized retail programs for grocery retail, club, and natural and organic markets.

**UNIVERSITY OF NEW HAMPSHIRE, PETER T. PAUL COLLEGE OF BUSINESS & ECONOMICS**, Durham, NH

**Senior Lecturer**

2015-Present

Teach business courses in Marketing. Teach 4 courses/per term with over 200 students per year.

- ADMN 585 Principles of Marketing
- ADMN 799 Honors Thesis Project
- MKTG 753 Consumer Behavior
- MKTG 764 New Product Development
- MKTG 520 UNH AMA Collegiate Chapter Team
- MKTG 757 Integrated Marketing Communications

## Adjunct Lecturer

2008-2015

Taught business courses in Marketing and Management including ADMN 400 and MKTG 550.

## Presentations/Workshops/Mentoring

- TEDx presentation: [Change your Lens: Media as Influencer](#) 11/18/2021
- Paul College Professional Teaching Workshop: Led and presented teacher workshop: “*Engaging Gen Z through Experiential Classroom Activities*”
- UNH Marketing & Advertising Club faculty advisor (since 2016); Won UNH organization of the year 3x in past 5 years: 2016, 2019, 2023
- UNH American Marketing Association Collegiate Chapter Team faculty advisor (since 2019)
- UNH presentations:
  - *Clean Up your Digital Footprint*
  - *So, you want to be in Marketing*
- UNH Paul College Lecturer Faculty of the Year Award 2019

## Publications:

- Co-author: *The Sustainable Business Casebook* textbook (Flatworld Knowledge).
  - Wrote Sustainable Marketing chapter and Seventh Generation Case Study.

## HIGH LINER FOODS, Portsmouth, NH

2004-2008

### Vice President Marketing

Provided strategic leadership and direction for frozen seafood company with national sales of over \$150MM.

- Halted 5 year volume declines and turned around profits, first time in 3 years.
- Rebranded and relaunched flagship Fisher Boy brand including new product line extensions.
- Developed and implemented innovative marketing programs that increased sales over +65%.
- Launched a successful new product line in a premium category resulting in \$5.0MM in incremental sales in only 15% ACV test. BASES tested in the top 20% of all frozen foods.
- Developed and implemented successful new products, pricing and promotional strategies for grocery retail, Wal-Mart, Club and Natural Specialty channel.
- Developed and executed a dual category management strategy to maximize profit and plant utilization for branded and private label brands.
- Trained in LEAN Manufacturing principles.

## DEVINE MARKETING GROUP, Portsmouth, NH

1993-2004

### Principal

Developed strategic analysis and plans, marketing and media plans, branding programs, event marketing concept and execution, consumer and trade promotions, market research and public relations programs.

- Developed branding and marketing programs for various clients including:
  - CBS “Survivor” – Developed branding, positioning and merchandising plan during the first season for this #1 reality television series. Led to highest Nielsen ratings for reality television program.
  - Phillips Exeter Academy – Developed branding, positioning and marketing plan for the largest capital campaign for a premier secondary school in the U.S. Raised \$375MM exceeding goal of \$325MM.
  - Johnson & Johnson – Developed kid focused branding and positioning for the international launch of a major new entry in the kids’ hair care market.

## KRAFT FOODS CORPORATION, Northfield, IL

1984-1993

### Director of Marketing, Kraft Foods

Identified and developed strategic opportunities to create synergies for the newly merged, \$20 billion Kraft General Foods Company.

### Marketing Director, General Foods, Frozen Novelties and Frozen Toppings

Directed P&L responsibilities for \$400 million Frozen Desserts business. Led Marketing and Sales teams for Cool Whip Whipped Topping, Jell-O, Kool-Aid, Crystal Light, Light 'n Lively, Breyer’s and Sealtest Frozen Novelties.

- Awards:
  - Received Philip Morris Chairman’s Award for Excellence

- Won Total Quality Management award for New Product Development
- Grew sales volume 75% to \$200MM in four years; Captured 70% share of market, up +20pps to reach the brand's highest share levels. Increased profits by +\$35MM.
- Developed and introduced Cool Whip Lite, delivering incremental sales of \$50MM, the largest line extension program in the history of the brand.

**Category Manager**, Frozen Desserts Division: Cool Whip and New Product Development

**Product Manager**, Desserts Division: Cool Whip, Baker's Chocolate and Coconut

**Associate Product Manager**, Desserts Division: Jell-O and Sugar Free Jell-O; New Products

**SAATCHI & SAATCHI ADVERTISING**, New York, NY

1982-1984

**Account Supervisor**, Procter & Gamble

- Conceived, developed and executed the advertising and media plans for several major P&G brands in the food division and health and beauty category.

**COMMUNITY VOLUNTEER**

**HERONFIELD ACADEMY**, Hampton Falls, NH

2023-Present

Board of Trustees; Development Committee

**PORT CITY PRETZELS**, Portsmouth, NH

2020-Present

Board of Directors – Advise on strategy and marketing

**THE AMERICAN INDEPENDENCE MUSEUM**, Exeter, NH

2018-Present

Board of Directors, Development Committee

**THE CLIPPER FOUNDATION**, Portsmouth, NH

2013-2018

Chair of Marketing Committee

- Developed branding and marketing for Capital Campaign; Raised: \$1.0MM.
- Developed website.

**PRESCOTT PARK ARTS FESTIVAL**, Portsmouth, NH

2013-2016

Chair of Marketing Committee, Capital Campaign

- Developed branding and marketing campaign for Capital Campaign; Raised: \$1.3MM.

**PORTSMOUTH MUSEUM OF ART**, Portsmouth, NH

2012-2014

Board of Directors

**GREATER PORTSMOUTH CHAMBER OF COMMERCE**, Portsmouth, NH

2005-2012

Board of Directors; Chair of Marketing Committee

- Repositioned Chamber brand, developed Strategic Plan, Marketing Plan, Digital media plan and new website.

**EDUCATION**

**New York University**, New York, NY

Master of Business Administration

**Rowan University**, Glassboro, NJ

Bachelor of Arts – Dual major in Communications and Education: English & Language Arts 6-12 Teaching Certification