

Diane Hessian, President and CEO

Diane Hessian is President and CEO of Communispace, a leading next-generation market research company “with a Blue Chip client list that would make a Madison Avenue giant jealous,” according to *Advertising Age*. A pioneer in creating online communities to help marketers generate consumer insights, Diane helped found Communispace in 1999 and hasn’t looked back.

Today, Diane leads Communispace’s 400 employees in building and managing more than 500 private communities the company has created for a premier list of over 120 global corporations. Communispace’s revenues have tripled over the last four years, and the company enjoys a 90+ percent client retention rate. It also has received a wide range of awards for product innovation, marketing leadership, and corporate culture, including the Disruptive Innovation award from NGMR, the David Ogilvy Award, the Mass Econ Gold Award for Economic Impact in Greater Boston, and the Forrester Groundswell Award for Best Use of Social Media for Listening for 4 years in a row.

Diane has spent her 30-year career helping companies become customer-focused—both as a business executive, and as co-author of the best-selling book *Customer-Centered Growth: Five Strategies for Building Competitive Advantage*. She has received many awards and citations for her leadership, including Ernst & Young’s Entrepreneur of the Year (National Finalist), the Greater Boston Chamber of Commerce Entrepreneur of the Year, and Mass High Tech All-Star. This past month, she was listed in the *Globe* as one of the Top Ten Women in Boston Tech. In addition to her professional recognition, Diane is quoted frequently in the business media and is a highly sought-after speaker and expert in the marketing arena.

Diane has committed time and energy sitting on the boards of numerous organizations including Horizons for Homeless Children, The Boston Philharmonic, the Advertising Research Foundation, The Business Innovation Factory, the Progressive Business Leaders Network, and the Tufts Alumni Council.

A summa cum laude graduate of Tufts University, Diane received an MBA from Harvard Business School. She is the mother of two grown daughters and co-founder of The Sound Bytes, an a cappella group that sings about business.