

## **Diane Olberg**

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### **SUMMARY OF QUALIFICATIONS**

- Communications professional with more than 30 years of experience as a senior director, team leader, and individual contributor.
- Broad knowledge of marketing and communications disciplines and best practices.
- Award-winning writer and editor of executive communications, press releases, employee communications, opinion pieces, marketing collateral, ad copy, and more.
- Success working with executives and teams to develop and implement communications plans in support of IT projects, mergers, change initiatives, and more.

### **PROFESSIONAL EXPERIENCE**

#### **Diane Olberg Communications**

Writer and Consultant

Seattle, Washington

2019 - present

Provided writing, editing, and consulting services to corporate and nonprofit organizations.

#### **Kaiser Permanente**

Director, Consultant, Lead  
2009-2019

Seattle, Washington and

Oakland, California

Held positions in Information Technology as well as the Division of Research, including:

- IT Communications Director — Led team of communications managers who implemented multiyear communications plans to support IT initiatives, such as technology required to support new pharmacy and claims systems.
- Communications Consultant — Consultant to the team managing the acquisition of The Group Health Cooperative by Kaiser Permanente, focusing on the transition for employees to new IT systems.
- Communications Lead — Member of the change management team supporting the rollout of Microsoft's Office 365 products and services throughout Kaiser Permanente.
- Communications Lead — Managed communications for the [Research Program on Genes, Environment & Health](#), a biobank resource that offers scientists access to genetic, behavioral, environmental, and clinical data on more than 240,000 Kaiser Permanente members.

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**Fireman's Fund Insurance Company, a company of [Allianz](#)** Novato, California  
Senior Director, Marketing Communications 2007-2009

Managed a team of marketing communications managers and copywriters in multiple locations to produce marketing materials and events in support of Allianz and Fireman's Fund insurance products and services.

**[Kaiser Permanente](#)** Oakland, California  
Senior Communications Manager, Information Technology 2006-2007

Communications consultant to IT leadership, primarily writing executive presentations. Also established and managed a new IT communications services team, which produced publications, websites, and other communications for employee groups.

**[The James Irvine Foundation](#)** San Francisco, California  
Communications Director 2004-2006

Managed all communications activities for the foundation. Key responsibilities included developing a strategic communications plan, speaking for the foundation to the media, writing and producing publications, and managing the foundation's website and online publications.

**[Diane Olberg Communications](#)** San Francisco, California  
Writer and Consultant 1997-2004

Provided writing, editing, and consulting services to corporate and nonprofit organizations. Clients included The Charles Schwab Corporation, Medtronic, Pacific Gas and Electric Company, The Gap, Union Bank of California, and other organizations.

**[Potlatch Corporation](#)** San Francisco, California  
Communications Director 1991-1997

Managed all corporate communications for this Fortune 1000 forest products company. Wrote speeches for the CEO and CFO, annual reports, press releases, and employee publications. Developed the company's first website. Key member of industrywide coalition that developed the [Sustainable Forestry Initiative](#).

**Pacific Telesis Group** (now a part of [AT&T](#)) San Francisco & Washington, DC  
Communications Manager and Director 1984-1991

Held positions in employee communications, public affairs, media relations, executive communications, and investor communications.

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## **ADDITIONAL INFORMATION**

### **Awards**

- Information Technology Leadership Award, Kaiser Permanente
- Gold Quill, [International Association of Business Communicators](#)

### **Education**

- Master of Arts in English, San Francisco State University
- Bachelor of Arts in English, with honors, University of California at Berkeley

## **REFERENCES**

Please see recommendations on my [LinkedIn page](#). Additional references are available upon request.

June 2020