

# DIANA WALL

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## ~PROFILE AND ACCOMPLISHMENTS~

Served as a director on nationally recognized non-profit boards (Vice President-Finance, Treasurer, Audit and Finance Committee) since 2007. Currently, Audit and Finance Committee member for Volunteers of America and member of the Executive Advisory Board, Daniels College of Business at the University of Denver. NACD® member along with Society for Healthcare Strategy and Market Development and American College of Healthcare Executives. Spent entire professional career at some of the world's leading industry organizations, including 21 years at RE/MAX in its franchise division, reporting to Co-Founder and Chairman of the Board and CEO. Served four years overseeing domestic franchise sales department including international division liaison. Achieved international awards in franchise sales multiple years. Participated in IPO preparation beginning in 2012, including Sarbanes-Oxley compliance for franchise department. Board of Directors and management responsibilities and experiences include:

- Strategic planning
- Succession planning
- Finance Committees
- Audit Committees
- Budget creation and oversight
- Foundation financial reviews
- CEO evaluation
- Executive Search Committee
- Public Policy
- Fundraising
- Asset management
- Treasurer

## ~BOARD OF DIRECTORS EXPERIENCE~

### **Daniels College of Business - Denver, CO (2015 - present)**

Executive Advisory Board, University of Denver

The Daniels College of Business at the University of Denver ([www.du.edu](http://www.du.edu)) was founded in 1908 and is the eighth oldest business school in the United States. Daniels is a top-ranked business school and currently enrolls more than 2,200 students. Notable alumnus include Jim Lentz, President of Toyota US and Pete Coors, Chairman of the Board, Molson-Coors. The Executive Advisory Board partners with the Dean of the College to direct strategy and overall financial viability of the College and University. Trustees of the University interact with the Board to ensure consistency among the various departments. Director responsibilities include participating in strategic planning, review of new initiatives, financial review and evaluating the performance of the Dean.

### **Volunteers of America - Denver, CO (2016 - present)**

Audit and Finance Committee

The Volunteers of America ([www.voa.org](http://www.voa.org)) helps more than 1.4 million of America's most vulnerable population and has done so for 121 years. Approximately 60,000 volunteers work throughout the U.S., assisting with numerous programs such as homelessness and veterans affairs. The board, along with the CEO and staff of VOA, manages a budget of more than \$25M for the Colorado chapter. Responsibilities of the Audit and Finance Committee include budget review, monitoring and development, along with oversight of the pension fund. The Committee works with staff to prepare the financials for the annual audit and reviews financial strength of each program. Director responsibilities include strategy, evaluating CEO, fundraising, and legislative initiatives.

## **Junior League of Denver - Denver, CO (2008 - 2012)**

Finance Committee (Vice President), Treasurer, Foundation Treasurer

Founded in 1918, the Junior League of Denver ([www.jld.org](http://www.jld.org)) is a woman's nonprofit organization developing civic leaders with a focus on improving literacy rates for children across the nation. Responsibility of the Treasurer involved preparing financial statements, audit preparation and board presentations. The Vice President of Finance oversaw a committee of twelve, managed a multi million-dollar operating budget, conducted financial reviews for fifteen JLD programs, responsible for budget development, oversight and financial presentations to the Board. The Vice President of Finance also worked with the Junior League Foundation, managing assets of more than \$5 million and presenting the budget for approval to the Foundation Board along with voting on equity and stock allocations for Foundation managed accounts.

## **~PROFESSIONAL EXPERIENCE~**

### **Project C.U.R.E. (2017 - present)**

Vice President of Operations

Project C.U.R.E. ([www.projectcure.org](http://www.projectcure.org)), the world's largest provider of surplus medical supplies and equipment, partners with more than 130 developing countries to bring health and hope to the world. The Vice President of Operations oversees six distribution centers located throughout the U.S., six Operations Directors, Special Projects Manager, Procurement Manager and oversight of more than 25,000 volunteers and interns. The Vice President is responsible for an operating budget of nearly \$10 million along with procurement of medical supplies and equipment, inventory controls, KPIs, compliance and risk management, logistics, supply chain and Board presentations. Partnering with the Chief Executive Officer, the Vice President sets policy, strategy and KPIs for the organization. The Vice President also manages an annual audit at each distribution center.

### **Air Methods (2014 - 2017)**

Vice President, Business Development

National business development role for Air Methods ([www.airmethods.com](http://www.airmethods.com)), the world's largest air medical provider. Stimulated request volume generated by hospital C-Suite, ER, and EMS, impacting \$1 billion in revenue; reported to SVP—managed nine direct reports, 47 field direct reports. Key leader in strategic initiatives, process improvement. Transformed department in newly-formed role by implementing sales and RFP process, winning new business; spearheaded first-ever national conference, assembling operational leaders across nine regions, focusing on education, performance recognition and best practices to ignite requests, transports and market share. Historical request volume achieved 105% year over year, impacting \$21 million annual revenue. Partnered with Vice President of Business Transformation to implement company-wide reorganization, establishing new business protocols and strategy.

### **RE/MAX International Headquarters (1993 - 2014)**

Vice President, Business Development and Operations

Reported to the Chief Executive Officer, Founder and Chairman of the Board at RE/MAX ([www.remax.com](http://www.remax.com)) the largest real estate franchise in the world, career spanning 21 years, serving numerous leadership positions in both franchise and business operations. Accountable for franchise sales growth and strategy including mergers and acquisitions. U.S. responsibilities included managing 35 direct reports, P&L and EBITDA targets. Direct reports included two Directors and call center. International duties included annual franchise sales conference, regional owner meetings and formal training. Implemented aggressive compensation and incentive plans. Created social media strategy; specialized marketing campaigns and affinity partnerships; franchise contract revisions, SEC compliance and national trade group events.

- Surpassed national franchise sales goals annually by 18% average during worst industry decline in history.
- Prepared department for IPO, restructuring franchise sales disclosure document and financial reporting.
- Worked on Sarbanes-Oxley compliance, pre-IPO.
- Exceeded year over year franchise sales revenue by 35% while 15% under budget.
- Injected additional \$6 million in revenue annually to U.S operations through franchise sales results.
- Led the first design and implementation of Microsoft Dynamics CRM platform.
- Established standardized international sales course, utilized throughout the world.
- Managed social media, enhanced SEO worldwide through global website redesign.
- Created first call center, increasing related sales by 55% since inception.
- Led the nation in year over year net gain while increasing revenues by 22%.
- Reduced default on receivables by 20%.

### ~PROFESSIONAL AFFILIATIONS~

#### **National Association of Corporate Directors (NACD®)-Colorado Charter (2017 - present)** Member

NACD® ([www.NACDonline.org](http://www.NACDonline.org)), which is a major not-for-profit located in Washington, DC, empowers more than 17,000 directors to lead with confidence in the boardroom. As the recognized authority on leading boardroom practices, NACD helps boards strengthen investor trust and public confidence by ensuring that today's directors is well prepared for tomorrow's challenges. Fostering collaboration among directors, investors and corporate governance stakeholders, NACD has been setting the standard for responsible board leadership for 40 years. NACD-Colorado (<https://colorado.nacdonline.org>) is one of 22 chapters of NACD. The Chapter serves over 500 members and presents programs of interest to directors monthly and invitation-only Director Roundtables. Completed course on Cyber Security Risk, January 2018.

#### **American College Healthcare Executives (2015 - present)** Member

The American College of Healthcare Executives ([www.ache.org](http://www.ache.org)) is an international professional society of more than 40,000 healthcare executives who lead hospitals, healthcare systems and other healthcare organizations.

#### **Society of Healthcare Strategy and Market Development (2014 - present)** Member

SHSMD ([www.shsmd.org](http://www.shsmd.org)), a professional membership group of the American Hospital Association is the premier organization for those responsible for strategy development and implementation in healthcare organizations. SHSMD serves more than 4,000 members made up of professionals who work in all sectors of healthcare, including hospitals and health systems, physician groups, consulting firms, advertising and public relations agencies, and service providers.

### ~RECOGNITIONS AND EDUCATION~

- Interviewed in franchise issue of *The Wall Street Journal*, 2012
- Presenter for Women in Leadership, sponsored by Burns School, University of Denver, 2013
- Presenter, Corporate Strategy course, Daniels College of Business, University of Denver, 2014
- Presenter, Profiles in Leadership, Daniels College of Business, University of Denver, 2015
- Executive in Residence, Daniels College of Business, University of Denver (2015-present)
- B. S., The Ohio State University
- MBA, University of Notre Dame, *cum laude*