

**DIANE PACKER
17 ARBOR CIRCLE
NATICK, MA 01760**

EDUCATION

M.B.A.

New York University

New York, NY

B.A.

Brandeis University

Waltham, MA

PROFESSIONAL EXPERIENCE

NATICK TOWN CLERK

2010 - present

- Chief election officer for the town of Natick, responsible for assuring the integrity, objectivity and fairness of voter registration, candidate nomination and over all election processes
- Manage three full-time employees, over 75 part-time election employees and the three other members of the Board of Registrars. Responsible for daily operations of the Town Clerk's office which has a budget of over \$400,000 and revenues of close to \$150,000.
- Official record keeper for the Town including all vital records (births, deaths and marriages), dog licenses, town meeting minutes, decisions and appropriations as well as other mandated records for the community.
- Maintain the Town of Natick Home Rule Charter and the Natick By-laws, including submitting all changes to the Attorney General's office for approval
- Responsible for posting meetings in accordance with the Open Meeting Law. Manage the annual town census (street listing) process including mailing, tabulating the data, and preparing the annual list of residents. Manage the information and data which is collected for the Voter Registration Information System (VRIS).
- Worked with the Board of Selectman on redistricting which took place following the 2010 Federal Census
- Working on several capital projects in the Town Clerk's office including historic document preservation

NATICK HUMAN SERVICES AND COUNCIL ON AGING (Natick, MA)

2006 - 2010

Assistant Director

2007 - 2010

Volunteer Resources Coordinator

2006 - 2010

Responsible for daily operations of the building, maintained records of revenues, donations, and expenses for Council on Aging programs. Responsible for recruiting, training and supervising over 200 volunteers. Supervised and monitored volunteer programs including Meals on Wheels, medical transportation, CHORE, friendly visitors and special events.

- Managed and supervised the property tax work program
- Completed a policy and procedure manual for the Council on Aging
- Worked with the Director on grants for the department. Developed the budget and completed research on select proposals
- Planned and managed annual volunteer recognition dinner for over 120 people Planned and implemented the annual holiday dinner for seniors. Supervised volunteers who set-up, prepared, and served dinner to 120 seniors and 60 additional homebound residents

STRIAR JEWISH COMMUNITY CENTER (Stoughton, MA)

1994 – 1999

Director of Marketing and Communications

Developed and managed a media plan including advertising, promotions, public relations for membership retention and growth. Responsible for writing, editing and printing an in-house newsletter and program guides.

- Responsible for hiring and supervising outside resources including graphic designers, printers and mail houses Responsible for writing, design and placement of all advertisements
- Successfully managed and completed major fundraising event in October 1998

Pfizer, Inc. (New York, NY)

1990-1991

Assistant Product Manager, Barbasol Shaving Cream

Prepared and implemented marketing plans for Barbasol, Pacquin and Wart-Off. Prepared and analyzed monthly sales and production forecasts.

- Responsible for controlling brand budgets
- Assisted in repositioning the Barbasol brand, including packaging, pricing, advertising and promotion strategies
- Evaluated creative advertising materials for national TV campaign and implemented outdoor media (billboard) advertising test
- Prepared key analyses for Barbasol Gel restage and worked closely with the ad agency to create concepts which were presented to focus groups
- Coordinated transition to new packaging and introduction of a new SKU with the production facility
- Introduced new formula for Wart-Off including package design, production and legal review

UNILEVER UNITED STATES (New York, NY)

1986-1990

Manager, Corporate Development

Managed files and data of competitors for Chesebrough-Pond's, Lever Brothers, National Starch and Chemical and Lipton. Executed marketing and financial analyses including product line profitability, marketing strategy, strategic assessments and synergy estimates for acquisitions. Involved in the following acquisitions:

- Chesebrough-Pond's (\$3.1 billion)
- Faberge (\$1.5 billion)
- Calvin Klein Cosmetics (\$306 million)

CHASE MANHATTAN BANK, N.A. (New York, NY)

1985-1986

Associate, Consumer Goods and Services Lending, Credit Training Program

MARRIOTT CORPORATION (Washington DC)

1979-1983

Director of Services

Managed housekeeping, laundry and recreation departments. Developed and managed budgets of over \$500,000 including employment and payroll records. Supervised and trained 80 employees including management personnel. Promoted three times in four years.

MUNICIPAL AND CIVIC EXPERIENCE

Natick School Committee

2000-2006

Chair

2004-2006

Vice Chair

2003

Natick Town Meeting Member

1999 – 2010