



## Diane M. Trentini

Ms. Trentini has over thirty-five years' experience serving non-profit, manufacturing and commercial customers in engineering service and software product industries, providing management, sales, marketing, quality, engineering, design, development, testing, documentation and training services. Specialties include standards development, process development, quality systems, and systems integration. Ms. Trentini is an experienced manager leading all aspects of diverse technology business requirements; she leverages best practices from ISO-9001 and Control Systems Integration Association (CSIA). Degreed in computer science and mathematics, she is an excellent communicator with technical, personal and business acumen to communicate effectively with executives and project team members at all levels. She has led varied teams across broad technical, application and business disciplines, focusing teams on specific objectives, tracking progress to ensure project milestones are completed on time, within budget and with the desired results.

### EDUCATION

- BA, Computer Science & Mathematics, SUNY Potsdam, 1985; 3.92 GPA
- University of Rochester, Simon School of Business, 12 MBA Credits, 1992

### PROFESSIONAL AFFILIATIONS

- Volunteer for Monroe County Systems Integration team on legal and data use workgroups, as well as prototyping efforts
- Control Systems Integrator Association (CSIA) Board of Director: 2014-2016; Leadership and Integrator Marketing Committees, Panel Speaker
- Rochester Engineering Society; Board Member; President; Executive, Gala, Scholarship Committees - since 2005
- COMET Advisory Board: 2014-2019 – representative to help advise COMET Informatics, a company providing software to improve success of children
- Tech Task Force, Fairport School District: 2014-2016
- Society for Marketing Professional Services (SMPS): 2011-2014
- Inbound Marketing Peer Group: 2015-2017 – Led ad-hoc regional group of marketing professionals

### AWARDS AND DISTINCTIONS

- 2016 Engineer of the Year, Rochester Engineering Society
- 2014 Engineer of Distinction, Rochester Engineering Society
- 2014 Technology Woman of the Year Finalist, Digital Rochester
- 2012 Girl Scouts of Western New York Women of Distinction Award in STEM
- 2009, Finalist for Rochester Business Journal's "Best of the Web" Award
- Rochester Engineering Society's 2008-2009 Outstanding Volunteer Leadership
- National Merit Scholarship Semi-finalist; full undergraduate scholarship to study Computer Science
- Valedictorian, Wayne Central High School, Ontario, NY 1981

### SKILLS OVERVIEW

- Business strategy and planning; marketing and sales strategy, process development and product management
- Project management, software engineering and systems integration
- Customer relations, requirements analysis and engagement
- Cross-functional supervision, team building and mentoring
- Software development, Information Technology, Supervisor Control and Data Acquisition (SCADA) Systems, database and network support
- Quality systems, process and standards development, documentation
- Business development and sales, including supplier / partner relations
- Marketing communication, digital marketing, content creation/management and marketing automation

### ACHIEVEMENT HIGHLIGHTS

- Honored in 2016 with Rochester Engineering Society's "Engineer of the Year" award and in 2014 as a finalist for Digital Rochester's "Technology Women of the Year"
- Key leader on new management team that established profitability and sustainable business results at COMET Informatics, a \$1M software company serving non-profit agencies who work with children
- Worked directly with CEO in a variety of roles to grow Optimization Technology, Inc. from a small company with less than 20 people to a >\$50M concept-to-completion engineering and skilled trades industrial service company, with hundreds of employees focused on ethics, quality and customer satisfaction
- Active leader on the Board of Directors for the Control Systems Integrator Association (CSIA) from 2014-2016, an international professional organization focused on Best Practices for the controls systems integration industry



## Career Experience

### COMET INFORMATICS, LLC (PITTSFORD, NY), 2017-2019

Joined COMET, a \$1 million software and services company, to serve the board, customers, partners, employees and stakeholders with the mission to improve the success of children. With the founders handing the reigns to a new CEO in 2017, our management team focus was to develop a foundation for sustainable business results; COMET had not had a profitable year previous to 2017. Served on COMET's Board of Directors since 2017 and as a Company Officer as Secretary; served on COMET Advisory Board since 2014. Worked as key liaison to founding partner Children's Institute on partnership improvements, software updates and community services, particularly in cross-domain, whole child health efforts.

#### VP SALES AND MARKETING, July 2017 - Nov. 2019

Each aspect of COMET was reviewed and analyzed; strengths and weaknesses were identified, and continuous improvement actions were planned, prioritized and implemented. Changes were made to reduce expenses increase revenue and put in place a new company culture with staff, customer and our partner Children's Institute's involvement. Responsibilities included general company management, development of business systems and processes, sales management, client account management, marketing communications, marketing strategy, strategic partnerships, direct supervision of marketing and sales professionals and indirect management of sales and marketing efforts of individuals throughout the company. Also defined role and performed duties of Data Protection Officer (DPO). Successfully improved COMET profitability, designed and leveraged new business processes and systems, updated and evolved marketing and sales practices, hired and developed employees, documented and improved on the company information security program, evolved engineering processes and architecture, and developed a product roadmap to support important community needs, particularly improved data collection, data reporting and school-age and whole child health collaborations. Enhanced the COMET brand in Rochester and in other regions. Planned and began roll-out of up-to-date and defined product offerings from COMET with a focus on two specific collaborative vertical markets – School Age and Whole Child Health.

#### REPRESENTATIVE PROJECTS

- *New Customers:* Led efforts to introduce COMET to new market segments of human services and collaborative communities. Closed several large new deals (>\$100K) in these markets.
- *Website Rollout:* Led design and development of new Drupal-based website. Resulted in increased brand awareness, lead capture and foundation for marketing and sales.
- *Enterprise Automation:* Researched, developed requirements, piloted, selected and rolled- out Zoho platform for improved efficiency and quality of company processes. Integrated applications included CRM, social media, email campaigns, surveys and lead capture, project management, timesheets, expense reports, invoicing and accounting.
- *Sales Processes:* Developed new proposal processes, terms and conditions, pricing, sales funnel management and sales forecasting. Resulted in improved quality and accessibility of data; supported consistent and efficient customer renewals.
- *GROW-Rochester Early Childhood Comprehensive Screening:* Teamed with Children's Institute and community partners to advocate for a comprehensive initiative that integrates screenings for three-year-olds to identify needs in hearing, vision, dental health, language and speech, cognitive, and social-emotional development. This initiative is growing to support 0-8 year olds across 13 counties. Provided technology and process insight.



## OPTIMATION TECHNOLOGY, INC. (RUSH, NY), 1992-2016

Served on Optimation's Board of Directors from 1996 through 2013, when ORG, a private equity firm, purchased majority ownership in the company. Played a major role in many of the milestones at Optimation, including its first ISO 9001 registration, Control System Integrators Association (CSIA) Best Practices registration, and the acquisition of multiple companies throughout the United States. Served as a Company Officer as Secretary since 1996 and as a Trustee for the company Employee Stock Ownership Program (ESOP).

### November 1992 – September 2004

- ASSOC. MGR. MECHANICAL & PROCESS: Assisted with the management of 50 engineers and designers in the mechanical and process group.
- MGR. SOFTWARE & SYSTEMS INTEGRATION: Managed a group of 12 new remote software engineers. Responsibilities included hiring, performance review, marketing and resource planning. Responsibilities also included network support, information technology support and software client services.
- MGR. ELECTRICAL & INSTRUMENTATION DESIGN: Managed a group of 15 designers and drafters, with responsibilities including hiring, performance review and resource planning. Responsibilities also included network support, information technology support and software client services.
- SENIOR SOFTWARE ENGINEER: Responsible for project management, SCADA system consultation and SCADA system development, driver development, "C" and VisualBasic language control software, and relational database development. Define project requirements, design, develop and deliver control systems in a real-time manufacturing environment, leveraging appropriate toolsets, design documentation and vocabulary. Custom client platforms and solutions variety, real-time communication requirements and hardware and database integration proved to be uniquely demanding.

### REPRESENTATIVE PROJECTS

- Developed SCADA system for ultrasonic glass cleaning process.
- Developed QA system to measure coating reflectivity, using stepper motor and spectrophotometer.
- Project manager and C language developer for power-monitoring instrument user interface according to ISO-9001 requirements.
- Developed SCADA system for heat exchanger test stand, specialty surface coating machine and dairy evaporator and pasteurizer systems.
- Project manager / SCADA developer for controls development & electrical installation for T-acid extraction process.
- Developed SCADA system for water distribution with 11 nodes / 26 remote substations and remote redundancy. Replaced an antiquated system that could only update data every 6 minutes. The new system integrated hundreds of tanks, pumps and valves, and was used to control the distribution and treatment of water throughout Monroe County. Timely and reliable communications were important for this distributed system, as well as accurate historical archiving of data, alarming of specific system conditions that required attention and reporting of data to ensure that system performance and water quality were optimal.
- Developed VisualBasic OPC interface to communicate power monitor data to a web- based application server for energy management purposes.

### QUALITY MGR; MGR OF ENTERPRISE SOLUTIONS, September 2004 – September 2007

Responsible for planning and implementing enterprise solutions, both internally for the company and externally for clients. Areas covered include web-based information system implementation, SQL Server, and manufacturing execution systems (MES). Responsible for the development of internal company systems, website, company management and marketing communication. Additionally responsible for Quality Management System, performing as Quality Manager for the company to ISO-9001. Also involved in standards development, integration planning, and partnerships with third-party software and hardware vendors.



### **DIRECTOR OF SALES AND MARKETING OPERATIONS, September 2007 – October 2009**

Responsible for defining, improving and managing processes in support of sales and marketing at a corporate level. Specific responsibilities include proposal review and processing, design and production of marketing collateral, design and update of corporate website, capturing of project profiles, sales management processes, customer relationship management processes, and general support of all corporate processes.

### **VP SALES AND MARKETING, October 2009 – July 2016**

Responsible for marketing and sales at Optimization, a \$40 million industrial engineering and skilled trades services company with over 200 employees. Responsibilities include development of business systems and processes, sales management, client account management, marketing communications, inbound marketing strategy, strategic partnership and general company management. Direct supervision of five marketing and sales professionals; indirect management of sales and marketing efforts of individuals throughout the company. Engineering experience is leveraged to develop crucial technology for sales and business development reporting and processes, including sales funnel, lead management, sales forecasting, and project win and loss analysis, all using Optimization's ERP system with a SQL Server database. Designed and developed the current Optimization website, including over one hundred pages of content, site organization, project database integration and SEO keyword plan. Responsibilities include development of proposal templates and processes, review of proposals and terms and conditions, development of marketing collateral, both print and online, and company branding.

### **REPRESENTATIVE PROJECTS**

- *Content-Managed Website Rollout:* Led design and rollout, in an agile environment, of responsive, DNN-based website. A highlighted feature is automated, searchable project profiles based on a process that captures and integrates key information from the enterprise database. Worked with web development partner to complete project on schedule and on budget.
- *New Inbound Lead Generation Processes:* Researched, developed requirements, selected platforms and rolled out processes to add lead generation and inbound prospecting efforts and marketing campaigns to existing marketing and sales team. Tools implemented include LeadForensics and Hubspot.
- *Enterprise Database Developments:* Guided teams in the development of relational database process improvements to support a variety of marketing and sales initiatives, including proposal processing, project profile capture, sales funnel management, sales forecasting, and account targeting and management. Resulted in improved consistency, analysis and accessibility of data.

### **HARRIS CORPORATION / SCIENTIFIC CALCULATIONS (FISHERS, NY), 1985 - 1992**

- **PRODUCT MANAGER:** Responsible for printed circuit board design product requirements and communication during merger/acquisition/alliance purchase. Responsible for new product pricing strategy. Responsible for defining product requirements for printed circuit board manufacturing interfaces.
- **SENIOR SOFTWARE ENGINEER:** Developed C Software on UNIX and VAX systems to perform gridless printed circuit board trace routing, according to design rules. Developed a very complex algorithm that created square-ended polygons from data comprised of overlapping line segments defined by endpoints and widths. This algorithm allowed a traditional PCB CAD system to be used to develop hybrid electronics that were manufactured using an additive process, rather than traces created using a subtractive process.
- **SOFTWARE ENGINEER:** Developed interfaces from CAD software to manufacturing machines and data exchange standard interfaces, including DXF and IPC350. Delivered customer software to international clients. The challenges were, of course, of an engineering nature, but also ones of communication, organization and professionalism in a new environment.
- **SUMMER INTERN:** Supported administrative requirements of the training group, performed backups, supported accounting group needs including report configurations.



## PUBLICATIONS AND PRESENTATIONS

- Experienced blogger, regularly engaged in social media communities
- Published author/article contributor in industry magazines such as The Rochester Engineer, Rochester Business Journal, and Consulting Specifying Engineer
- Presentations as a Software Engineer, Project Manager and VP of Marketing and Sales in a variety of venues, including speaking engagements at water symposiums, client/vendor presentations, and professional society and sales conferences
- Guest Alumni speaker for the SUNY Potsdam Mathematics Department
- Guest speaker for RIT's School of Communication Career Day – 2015 and 2016
- Youth Entrepreneurship Panel Speaker, 2014 – SUNY Geneseo
- Guest speaker for St. John Fisher College School of Business MBA Financial Management Class, 2018, plan 2020
- Guest speaker for Venture Jobs Foundation Jobs Kitchen Accelerator program, Rochester, NY; September 2019

## CIVIC AND COMMUNITY ACTIVITIES

- Parenting three wonderful young ladies: Grace, 24; Leah, 22 and Katie, 20
- Volunteer member of Monroe County NY Systems Integration project (SIP), which aims to establish connections between hundreds of local health, education and human services organizations by building technology and establishing relationships across sectors, a critical need for the community, as well as a key need and priority identified by people living in poverty. Serve on legal and data use workgroups, as well as prototyping efforts.
- Volunteer mentor for the Venture Jobs Foundation Jobs Kitchen Accelerator program that assists small business owners to refine plans for growth through a 9-week cohort.
- As an engineer and company leader, serve as a role model and mentor for younger women, including those who may choose to pursue engineering as a career or start their own software companies. Regularly promote opportunities for women and girls to become involved in engineering and technical fields, such as the E3 Fair and WE@RIT. Past volunteer with the Career Resource Center, providing informational interviews as requested.
- Corporate Challenge Team Captain, COMET Informatics: 2018-2019; Optimization Technology, Inc.: 1994-2016 – 3.5 mile company team road race.
- Rochester Marathon Relay Team Captain, Optimization Technology, Inc.: 2012-2016 – 4-person teams; each run a leg to complete Rochester marathon
- Volunteer Yoga Teacher: 2013-2017 – weekly class offered at Optimization
- Room Parent Coordinator, Brooks Hill School, Fairport: 2003-2009 – assign room parents for all the classes in the elementary school; plan staff appreciation breakfast and luncheons