

# David P Diana, MA, LPC

1700 James Basford Place Mt. Pleasant, SC 29466  
843-696-0977

[david@davidpdiana.com](mailto:david@davidpdiana.com)  
[www.davidpdiana.com](http://www.davidpdiana.com)

## Experience

### **CO-FOUNDER, DIANA MARKETING & DESIGN, CHARLESTON, SC MARCH 2011 – PRESENT [www.davidpdiana.com](http://www.davidpdiana.com)**

Owner and Director of a firm focusing on marketing strategy, implementation, and creative design for service oriented professionals.

- Since March 2011, our team has provided marketing services for professionals and organizations throughout the United States and Canada.
- Specialty services include branding, marketing plan design and implementation, website development, campaign design and delivery, logo design, brochures, and the creation of a wide variety of marketing collaterals.

### **DIRECTOR OF MARKETING & BUSINESS DEVELOPMENT, PALMETTO BEHAVIORAL HEALTH, CHARLESTON, SC MAY 2006 – FEBRUARY 2011**

Director of marketing and business development for a private behavioral healthcare organization totaling 263 psychiatric beds across three separate facilities.

- Managed all business development efforts that contributed to record revenue totals in 2009 and 2010. Achieved record average daily census numbers from January 2008 - January 2010.
- Helped position Palmetto Behavioral Health as the behavioral healthcare leader in the South Carolina Low Country with a 67% market share.
- Managed a comprehensive marketing campaign to include the design and delivery of television, print, and Internet marketing initiatives. The program contributed to the growth of inpatient admissions from an average of 199 per month in 2005 to 244 in 2010.

### **Primary Duties**

- Managed a three person sales force and a \$150,000 per year marketing budget.
- Developed and implemented sales and marketing strategies and plans for all three-treatment facilities.

**CLINICAL DIRECTOR, PALMETTO BEHAVIORAL HEALTH, CHARLESTON, SC  
MARCH 2004 – MAY 2006**

Clinical Director for a 60-bed residential treatment center specializing in the treatment of adolescents with severe behavioral/emotional problems.

- Business development efforts led to the growth of average daily census from 40 to 52 along with the expansion of services through development of an additional treatment program and a new school.

**Primary Duties**

- Responsibilities included forecasting admissions/discharges, targeting new service areas/delivery models, and providing marketing/sales services to include community presentations and referral source networking.

**DEPARTMENT DIRECTOR, NORTH CHARLES MENTAL HEALTH SERVICES, CAMBRIDGE, MA  
AUGUST 2002 – MARCH 2004**

Department Director for a private non-profit organization providing substance abuse treatment to metro-Boston area residents, treatment and housing support to dually diagnosed clients, and relapse prevention treatment for men in recovery within the City of Cambridge.

**Achievements**

- Responsible for the management of a \$450,000 budget and the supervision of a six-member team of licensed clinicians, administrative personnel, para-professionals and psychiatric nurses.
- Efforts led to the expansion of residential services and the development of an outpatient substance abuse program to generate additional revenue.

**Primary Duties**

- Allocated funds across three treatment programs, ensured financial and program goals were successfully achieved, and led the license renewal process to secure federal, state, and local monies.
- Extensive experience working with community based organizations and state government agencies to ensure the effective delivery and funding of these services.

**SENIOR BUSINESS CONSULTANT, IBM CORP, CAMBRIDGE, MA  
JANUARY 2001 – OCTOBER 2001**

Consultant for a 10-month project in collaboration with Harvard University and IBM Corp. Worked as an organizational consultant in charge of developing and selling best in class tools and services that assess the psychological and social impact of change within Fortune 500 organizations.

**Achievements**

- Helped secure project funding totaling two million dollars, and created a business plan for positioning the product as part of a suite of consulting services IBM offers to its clients.

**Primary Duties**

- Worked with an international team of IBM consultants and Harvard University researchers to develop a dynamic web based application designed to assess and help address various organization change issues.

**MANAGEMENT CONSULTANT, HAYGROUP, ARLINGTON, VA  
FEBRUARY 1998 – JANUARY 2001**

Senior consultant responsible for selling and managing projects to improve organization performance.

**Achievements**

- Key accounts included The United States Postal Service, The Office of the Inspector General, the IRS, and Fairfax County Government.

**Primary Duties**

- Service offerings included Leadership Development, Executive Recruiting, Performance Management, and Change Management Services for large-scale organizations.

**MANAGEMENT CONSULTANT, PRICEWATERHOUSECOOPERS, FAIR LAKES, VA  
JANUARY 1997 – FEBRUARY 1998**

**Achievements**

- Member of a successful 50 million dollar pilot project that led to the expansion throughout all organization regions including Europe, Asia and South America.

**Primary Duties**

- Led a change management team in the design and implementation of a 50 million-dollar inventory tracking system for an international cosmetic corporation.

## Awards

- **2009 “Forty Under Forty” Charleston Business Journal Award Winner**

Awarded to the forty most influential business people under forty years old in the Charleston metro area.

- **2008-2009 Outstanding Community Service Award for Charleston, SC**

Awarded by the Tri-County Counseling Association.

## Education & Licenses

- **The George Washington University**, Washington, DC - M.A., Counseling Psychology, 1994
- **Boston College**, Chestnut Hill, MA - B.A., Psychology, 1991
- **Licensed Professional Counselor: No. 4551**

## Publications

**Books**

- **Marketing for the Mental Health Professional**: (Wiley & Sons, April 2010)

**Website/Blog**

- [www.davidpdiana.com](http://www.davidpdiana.com): Marketing business with a 2,000+ member blog community.