



BIOGRAPHY

Diana Eastman
Director of Public Relations
Network Centric Operations Industry Consortium



Diana Eastman leads public relations for the Network Centric Operations Industry Consortium. Her responsibilities include working with the media and other key audiences to create exposure and understanding for the consortium, providing counsel to leaders and supporting NCOIC customer contracts by developing and executing project communication plans.

Eastman is an award-winning writer and communications professional whose three-decade career in public relations and marketing has spanned aerospace, technology, health care, financial services, academia and the arts. She has produced comprehensive campaigns to build awareness of issues, grow sales of products and services, create acceptance for causes, and raise funds for non-profit organizations.

Eastman's work has included outreach, internal communications and a broad range of communications success stories for such well-known brands as Boeing, the University of Southern California, Tenet Healthcare and Transamerica Insurance. Her strengths encompass community relations, executive communications, special event management, media relations and employee communications. Her writing and editing experience includes a variety of internal and external publications as well as speeches, annual reports, videos, advertising, websites, blogs, marketing collateral and training materials.

Eastman has won more than 50 PR industry honors for her writing and video production. These have included awards from the International Television Association, Public Relations Society of America, International Association of Business Communicators, Women in Communications, Healthcare Public Relations and Marketing Association, National Association of Area Agencies on Aging, and Pacific Coast Press Club.

Eastman has also served as a university lecturer on public relations, a corporate trainer on customer service and a national spokesperson on family caregiver issues. Her work has been featured in trade publications such as *Healthcare Marketing Report* and books including *Newsletters Made Simple*.

Eastman received a Bachelor of Arts degree in journalism from California State University Long Beach, where she also completed graduate courses in business administration.

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