



## **DIANE FITZGERALD**

## **PROFILE**

Diane Fitzgerald is the National Director of Hagerty Education Program at LeMay – America’s Car Museum, continuing the work of Hagerty Fund and Collectors Foundation to promote America’s automotive heritage and the interests of the collector community.

Prior to this, she was National Club Auto Director expanding the reach of ACM beyond the Museum’s campus in Tacoma, WA with programs, events and activities for Club Auto and higher members. Before her employment with the Museum in 2012 and beginning in 2002, Diane was a member of the Board of Director’s Steering Committee, notably as one of the first non-Tacoma member.

Her background with cars and motorcycles, not-for-profits and small businesses, is extensive.

Diane has supported a diverse group of client business leaders and managers in planning, developing and implementing internal and external initiatives for their startups or young companies through her consulting firm, The Fitzgerald Group.

As president of Lotus Tours, an international motorcycle touring company, Diane managed all new projects and project development, new business development, operations and marketing & communications for over 10 years.

Diane was Director of Global Thought Leadership Marketing & Communications at Andersen Consulting before it became Accenture. With a team from around the world, she led efforts to shape ideas from creation to implementation at the client services level in Europe, South America, Australia and the Pacific Rim.

As Senior Vice President of Sales & Marketing, Diane’s on-line role at The Habitat Company, a Chicago real estate developer, brokerage and property manager, had P&L responsibilities. In that role, Diane’s leadership helped increase revenues 22%, developed the brokerage sales force from 16 to 33 brokers, increased productivity by 20% in six months and created structure for profitability/gap analysis.

At Fruit of the Loom, Inc., Diane was Director, Corporate Communications, a role that served as liaison to the investor community and financial analysts globally and which included oversight of The Farley Family Foundation, named after Bill Farley, CEO of Fruit of the Loom at the time.

Prior to completing her MBA from the University of Chicago in 1993, Diane had been founding Executive Director of Marwen Foundation, a non-profit visual arts organization – the first program of its kind in the country - focusing on inner-city youth, job training, college planning and career development through visual arts curriculum and making a lifelong commitment to the students.

With two Visual Arts degrees, Diane started her career as an art teacher, most recently at the Francis W. Parker School and The School of The Art Institute. She is a certified, licensed motorcyclist. Diane’s personal riding highlights include several exotic trips to Brazil, Morocco, Thailand, Turkey and Africa. Diane and her husband, Burt Richmond, live in Chicago in historic Old Town in a landmark home which they fully renovated to its 1882 distinction. It is one of the many development projects they have tackled over the years. Diane & Burt collect microcars and vintage motorcycles & scooters. Restoration is part of their collecting. Driving them is, too!

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