



Diane Fitzgerald

National Director, RPM Foundation

Diane Fitzgerald is the National Director of the RPM Foundation, an entity of America's Automotive Trust. Formerly the Hagerty Education Program at America's Car Museum, the RPM Foundation is a services-providing, resource sharing, grant-giving organization that accelerates the growth of the next generation of automotive Restoration and Preservation craftsmen through formal training and Mentorship.

Prior to her current role, she served as National Club Auto Director, expanding the reach of LeMay - America's Car Museum beyond its campus in Tacoma, Washington, with programs, events and activities for Club Auto and higher members. Before her employment with America's Car Museum in 2012, Diane was a member of ACM's Steering Committee for ten years, notably as one of the first non-Tacoma members.

Her background with cars, 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 initiatives for 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 and communications for over ten 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 online 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 twenty-two percent, developed the brokerage sales force from sixteen to thirty-three brokers, increased productivity by twenty percent in six months and created structure for profitability/gap analysis.

Diane was Director of Corporate Communications at Fruit of the Loom, Inc., 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 nonprofit 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 a landmark home in historic Old Town Chicago, which they fully renovated to its 1882 distinction. It is one of the many development projects they have tackled over the years. Diane and Burt collect microcars, vintage motorcycles and scooters. Restoration is part of their collecting. Driving them is, too!