



Diane Krakora
President and CEO
Amazon Consulting LLC
Mountainview, California

Available for keynote speaking engagements, track sessions, webinars, panel participation, moderating

Biography:

Diane Krakora is the founder and President of Amazon Consulting LLC. Amazon Consulting was formed in early 1998 with a vision of enabling high technology companies to increase their sales by focusing on the need for effective, efficient alliance structures. Despite the recent challenges in the high tech industry sector, Amazon Consulting has experienced rapid growth over the last 9 years and was awarded for business excellence in 2005 for being one of 'The Valley's Fastest Growing Companies' by *The Silicon Valley Business Journal*. Diane now leads a growing team of experienced Amazon Consulting specialists who develop and implement partnering strategies and programs at many leading high tech companies.

In addition to her success with Amazon Consulting, Diane is regularly featured in industry publications such as VARBusiness and SoftwareSales Magazines, giving expert advice with a fresh and sometimes renegade perspective of the reseller industry. Her comprehensive understanding of multi-channel strategies, entrepreneurial drive and results-oriented focus make her a highly sought after and popular guest speaker at events on a range of topics. Diane also provides monthly seminars and webinars on timely and relevant partnering and alliance-related topics.

Before founding Amazon Consulting, Diane accumulated more than a decade of broad experience in business development, channel strategy and implementation, marketing communications, and both inside sales management and strategic account selling. She held positions in both large and small high-tech environments across a wide range of technologies and began her high tech career in advertising.

Diane is also active and/or holds leadership positions with numerous professional and charitable organizations, actively supporting programs that empower young women. She held a board position for the YWCAs Teen Women Entrepreneur Program, a program which gave teens the opportunity to learn about the experience of leading their own small business. She is also involved in Girls for a Change, an organization formed to empower girls to be active leaders of positive change in their own lives and their communities.

Diane is an extremely informative, well-versed and genuine speaker who adds a great deal of energy and a dynamic perspective to any speaking opportunity. She holds a Master's degree in business administration from Santa Clara University and a Bachelor of Arts degree in quantitative economics from the University of California at San Diego as well as a certificate in data communications and technology from the University of California at Berkeley.

Recent Speaking Engagements and Topics:

- Keynote Speaker
ScanSoft Annual FuturePath Event
November 2006
Topic: Common Channel Strategy Mistakes
- Panel Moderator
Women in Technology International Annual Conference
December 2005
Topic: Women in the Channel
- Keynote Address
Women in Business Luncheon
Mountain View Chamber of Commerce, Mountain View CA
January 2004
Topic: How to Increase your Sales Through Developing Partnerships
- Main Agenda Track Session (Co-presented with Siebel)
6th Annual Channel Focus North America, San Diego, CA
April 2003
Topic: Best practices in field relationship marketing- what are they?
- Keynote Speaker
A.S.A.P. Marketing & Channel Alliance Conference
Westin Stonebriar Hotel, Frisco TX
Sponsored by The Association of Strategic Alliance Professionals
November 2002
Topic: Driving PRM Adoption
- 7th Annual Silicon Valley Smart Partnering Conference & Expo
Santa Clara Convention Center, Santa Clara CA
Sponsored by Women in Technology International
June 2002
Topic: You Can Get Everything You Want: How to Get There
- CRM Consortium for the Software Industry
Garden Court Hotel, Palo Alto CA
Sponsored by PWC Consulting
January 2002
Topic: CRN Channel Concerns
- SoftSales 2002 Executive Summit
Fairmont Hotel, San Jose CA
Sponsored by Sterling-Hoffman Management Consultants
January 2002
Topic: Multi-Channel/Alliance Strategies for 2002

Potential Speaking Topics:

- Alliance / Channel Related Concerns & Topics
- Women in Business / Technology
- Starting your own business / Running a small business

Professional / Charitable Affiliations and Recognitions:

- Ranked #3 on List of The Fastest Growing Privately Owned Companies for 2005, Silicon Valley Business Journal
- Top 100 Women Owned Businesses, Natl Assoc. of Women Business Owners (NAWBO)
- Board Member, Association of Strategic Alliance Professionals
- Member, Women in Consulting
- Board of Advisors, YWCA Teen Women Entrepreneur Program
- Member, Girls for a Change

Contact Information:

To inquire regarding Diane's availability, please contact Simone Lennon, PR Manager at Amazon Consulting

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