



Diane Siegfried

ESC Consultant Since: 2015

Education:

B.A., English, University of Southern California

C.P.A., inactive

AREAS OF EXPERTISE: Finance, accounting, strategic planning, business process improvement, information technology, mergers & acquisitions, people development/mentoring, executive coaching and consulting

PRIVATE SECTOR AND GOVERNMENT EXPERIENCE: Diane has over 35 years of experience in the business world. Most recently, she was a Managing Director of FTI Consulting Inc. where she led consulting teams for FTI's Communications, Media and Entertainment practice. She supported lenders of key media companies in bankruptcy procedures, as well as media companies in need of business model transformation.

Prior to joining FTI, she was the Chief Financial Officer and Senior Vice President of Finance and Administration for the Orange County Register Communications, managing over 750 employees in the areas of Finance, Circulation, Operations and Magazines. She used her extensive leadership and management skills to direct the annual planning process, launch new business initiatives and products, as well as examine and improve key business processes.

Previously, Diane was the National Vice President of Business Planning and Analysis for AT&T Wireless. She led the national planning and analysis team of 100 finance professionals, reconfigured three disparate regional planning groups into one cohesive national team. She and her team supported the business in the areas of acquisition, pricing, customer service initiatives, budgeting, reporting and strategic planning. With AT&T Wireless, Diane had progressed from Controller to VP Finance for the LA Market (LA Cellular) before her National role.

Diane began her career working for Ernst and Young where she obtained her CPA. From public accounting she joined Denny's Corporate where she was the Assistant Controller.

NONPROFIT VOLUNTEER EXPERIENCE: Diane is the Chair and a past Philanthropy co-chair of the Alpha Auxiliary of the Assistance League of North Orange County, which raises funds to give back to those in need in the community. She was the Chair of the Board Affairs Committee of the Pacific Symphony, where she led strategy planning and board recruiting and selection processes. She was also on the Boards of the International Newspaper of Finance Executives and Register Charities.

EXAMPLES OF ESC CLIENTS: California Calls, Outfest, Muckenthaler Cultural Center

INTERESTS: Reading, music, sports, fitness