



## Diana Parry

### BRAND STRATEGIST

**Strategist, purpose-practitioner, storyteller, name-maker, and seasoned creative – Di brings over 30 years of experience across agency, freelance, and client-side marketing.**

She's passionate about driving purpose-led progress across New Zealand and Australia – believing wholeheartedly that when organisations are empowered to create lasting impact, it not only boosts their bottom line, it enriches society exponentially.

Some of the world's most respected brands in technology, education, sustainability, and healthcare have gained a competitive edge under Di's guidance. Most recently these include Fisher & Paykel Healthcare, Essano, Prekure, BlueHalo, AsBuilt Digital, Datacom, Microsoft, Hewlett Packard, Fusion5, TEC, Diversity Works, and a range of B2C, FMCG, and start-up ventures.

As a Senior Strategist, Di has also played a pivotal role in national and local government projects, economic development initiatives, and strategic brand programmes for not-for-profits, tertiary institutions, regions, and even public figures.

### DI'S WHY

**To help purpose-driven organisations connect clearly, message boldly, and lead meaningfully.**

### A BIT MORE BACKSTORY

A degree-qualified marketer with a major in Advertising, Di's passion for purpose-led branding sparked early. At just 21, she was entrusted with a million-dollar repositioning project for an innovative NZ manufacturer.

After a stint in the UK working in communications for Visa International, she returned to New Zealand as Marketing and Sponsorship Manager for the Auckland Chamber of Commerce. A highlight: leading a nationwide rebrand for the NZ Chambers (including Auckland Business Chamber), which earned an international award for marketing creativity.

Di then joined Richards Partners (at the time NZ's foremost brand strategy agency) – as a Senior Strategist for several years, before launching her own consultancy. Through Brandwell she collaborates with other like-minded change-makers and senior creatives, while balancing her most meaningful role of all: motherhood.