

Diane Primo is the CEO of Purpose Brand, an award-winning, Chicago-based public relations, branding and digital marketing firm. She is the only African American female CEO of a purpose-driven communications agency. Diane's focus on impact marketing stems from the belief that brands must be relevant, purpose-driven and committed to consumers to be successful today. In her agency work, Diane builds on a groundbreaking 30-year career leading some of the top marketing organizations in the country. A communications innovator, Diane was recognized as such with Ragan Communications' 2020 Top Women in Communications Trailblazer Award. She holds an MBA from Harvard Business School and a BA from Smith College.

She serves as a board member for Call One, a telecommunications company, and P33, the private sector initiative to promote Chicago's standing as a technology center, and a committee member of World Business Chicago's ChicagoNEXT, the Economic Club of Chicago, the Chicago Network and the Business Leadership Council. Diane's personal public service record reflects her personal commitments to eradicating homelessness, helping underserved populations and furthering gender equality. She is a recipient of the Global Hassenfeld Family Humanitarian Award, was a presenter at the G8 UK Deauville Partnership Summit and currently is co-chairman of the Primo Center, Chicago's largest center for homeless families and co-founder of SOAR, an organization that focuses on empowering, connecting and growing the number of women of color in media.