



**Diane Blake '86**  
EVP + Co Founder  
Winston Retail

Diane Blake is an apparel and retail industry veteran with 20+ years of brand-building experience. Diane helped develop, market, and execute global brands including Levi's, Dockers, MTV, Reebok, Nestle, and Nike. Diane co-founded Winston Retail Solutions 10 years ago, and currently drives business development and growth strategies for this industry-leading, multi-million-dollar company.

The Winston mission is to bring brands to life at retail, create consumer experience and drive sell thru. Winston has two divisions: Merchandising Services (including merchandise coordinators, brand ambassadors, stock squad associates, beauty advisors, selling specialists, and mystery shoppers) and Creative Services (brand development, showroom, tradeshow & retail design development, and project management).

Winston clients: Nike, Diesel, Puma, The North Face, Ralph Lauren, Tumi, Columbia, Hurley, Under Armour, Lucky Brand, Timberland, Burton, Adidas, Haute Hippie, and more. [www.winstonretail.com](http://www.winstonretail.com)

Diane's prior experience includes Director of Retail Marketing and Merchandising at Levi Strauss & Co. and President of Blake Marketing.

After graduating from Providence College, Diane began her career on Madison Avenue working at world-class advertising agencies, including Chiat/Day and LINTAS.

Diane lives in beautiful Marin County, CA, with her husband Todd and two children (but she still clocks a lot of time in NYC!).