



## **PROFILE OF JAMPRO PRESIDENT DIANE EDWARDS**

A former Trade Commissioner for Jamaica Promotions Corporation (JAMPRO) in New York, Brussels and London, Ms. Edwards has a wealth of knowledge and experience in international marketing and business development.

She successfully managed product launches of Jamaican food brands into mainstream markets and conceived and negotiated substantial European Union funding for the innovative 'Target Europe' Trade Development Programme, an initiative that positioned Jamaican products in the European market, and subsequently evolved into the five-year Private Sector Development Programme (PSDP).

Equally adept at investment promotions, the President also commenced negotiations with Spanish investors Riu and Iberostar, which led to landed investments in Jamaica; and was instrumental in the development of Jamaica's garment sub-contracting and information and communications technology (ICT) industries.

Prior to rejoining JAMPRO on September 2, 2013, Ms. Edwards completed a highly successful tenure as General Manager and Director of J. Wray & Nephew UK Ltd., where she led the organisation to profitability and successfully grew the UK Company's turnover by 77% over 10 years.

During her time at JAMPRO since rejoining the organisation, she has led its transformational development to serve as a catalyst for wealth creation through increased customer focus and more effective marketing communications programmes, and has promoted a culture of innovation to facilitate and support the development of new industries in Jamaica. She is also committed to building Jamaica's business brand.

Ms. Edwards holds an MBA from New York's Pace University, a Masters in International Relations from Institut d'Etudes Politiques de Paris and a BA (Hons) in French, Spanish and German from the University of the West Indies (UWI). She is a member of the UK Institute of Directors, a Trustee for the British Foundation for the University of the West Indies, and an active member of the St. Andrew High School (Jamaica) Old Girls' Association.