

FOR IMMEDIATE RELEASE

Contact: Ann Bailey

Phone: 949 361-9016

Email: Ann@pranix.com

Diane Ruggiero to join industry consultancy firm Pranix

SAN CLEMENTE, Calif., (November 1, 2015) — Real estate consultancy group Pranix announced today that Diane Ruggiero is joining the company as a consultant, effective January 1, 2016. Ruggiero, well known and highly respected in the real estate industry, brings an impressive resume of industry association experiences and management successes to her new role.

The California-based Pranix provides strategic consulting services, with a strong focus on the real estate industry. Since its founding in 2003, Pranix has provided services to more than 150 industry groups, assisting with strategic thinking, operational assessments, business development services, meeting facilitation, key note speaking assignments and merger and acquisition advice.

“Diane brings a depth and breadth of experience and knowledge to Pranix of both the real estate association and MLS worlds,” says Ann Bailey, founder and president of Pranix. “She will be working on strategic planning, CEO recruiting, meeting facilitation, leadership development, operational assessments and mergers of both associations and MLSs.”

Ruggiero began her career in the real estate industry in the early 1980s as education director for the Cleveland Area Board of REALTORS®, and soon advanced to her first executive vice president role with the Burlington County Board of REALTORS® (NJ), where she served from 1985 to 1994. She also served as the top executive for what is now the Greater Capital Area Association of REALTORS® in Washington, DC from 1994 – 2000.

In joining Pranix, Ruggiero leaves her role as CEO of the Kansas City Regional Association of REALTORS®, where she has served since 2001 and as CEO of the Heartland MLS (Kansas), a role she has occupied since 2007.

Throughout her career, Ruggiero has gained extensive experience in association strategic planning, financial management and organizational mergers. In 1993 she helped implement the merger of the Washington, DC, Northern Virginia, Montgomery County and other Maryland-based MLSs into what is now MRIS—one of the largest regional MLS in the country, serving more than 40,000 real estate professionals in the mid-Atlantic region.

She also managed the merger of a number of REALTOR® associations, helping these groups identify strategy and develop business plans to improve efficiency, deliver cost-savings to members, and improve their competitive position in the marketplace.

From 2000 to 2001, Ruggiero worked as an industry liaison at Microsoft, gaining valuable for-profit perspective and expertise. In her role as liaison, she managed industry relations for Microsoft, providing support to both Microsoft and the real estate organizations associated with HomeAdvisor.com, a public listing portal.

Ruggiero has long been committed to helping member volunteers and association executives in the real estate community fulfill leadership roles. She played a part in founding the REALTOR® Certified Executive designation (RCE) and served on the original board from 1988 to 2001. She teaches, facilitates and conducts seminars for REALTORS®, other association executives and community groups.

Foretelling her role with Pranix, in a 2012 article for Realtor.org, Ruggiero said, “The key quality of today’s leaders need is the ability to understand technology and its impact on their business, on the association and the MLS. The best leaders are successful in their business and can bring those business leadership skills to the table for our organizations.”

Ruggiero is a Certified Association Executive (CAE), REALTOR® Certified Executive (RCE) and the 2015 recipient of the William R. Magel Award of Excellence from the National Association of REALTORS®. The award recognizes one CEO each year who exemplifies excellence in an executive role for a REALTOR® association. She holds a M.A. degree from the University of Chicago.

###

About Pranix: *Pranix provides strategic consulting services, with a strong focus on the real estate industry. Pranix consultants go beyond the "conventional wisdom" in providing fresh analysis and thoughtful solutions. Learn more at www.pranix.com.*