

Company: Unite Digital, LLC

Nomination Submitted by: Weigandt Communications, LLC

Company Description: Unite Digital is a digital marketing company that develops products that help brands connect with their distribution partners to deliver unparalleled digital experiences. Unite Digital's focus includes building certified digital programs, digital marketing, traffic generation, lead optimization, online-offline retail integration and customer retention and loyalty strategies.

Nomination Category: Individual Awards Categories

Nomination Sub Category: Woman of the Year - Accounting & Finance

Nomination Title: Dianna Rose Helps Unite Digital Leap to \$100M in Revenue in Six Years



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

3. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 193 words used.

Dianna Rose, Chief Financial Officer at Unite Digital, LLC, joined the company in 2019 at a critical moment in its trajectory. Unite was developing its flagship software platform, UniteCONNECT, designed to transform how automakers and dealers connect with car buyers. With rapid growth underway, the company needed a seasoned finance leader who could not only manage resources but also build the financial and operational foundation for long-term expansion.

Dianna's leadership proved transformative. She established the systems and discipline necessary to support significant capital investments, from expanding staff to launching new products, fueling Unite's growth from \$1 million to more than \$100 million in revenue in just six years. Her steady focus on financial infrastructure ensures that the company's innovation is backed by sustainable, scalable practices—demonstrating that bold growth is only possible with sound financial strategy at its core.

With more than 15 years of experience as a finance executive, Dianna has guided four startups across industries, including steel manufacturing, architecture, and digital marketing. At Unite Digital, she oversees all aspects of financial management, compliance, and risk mitigation, while also mentoring teams and translating complex financial insights into clear strategies that empower company-wide success.

4. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 166 words used.

One of Dianna's most impactful contributions has been architecting a financial infrastructure that integrates seamlessly with the company's operations. By proactively managing financial change, she has provided stability during critical phases of growth.

Dianna spearheaded the integration of NetSuite for financial operations, streamlining workflows and delivering real-time insights that empower leadership to make faster, smarter decisions. She also optimized and automated HR capabilities, ensuring employees are supported as the company scales.

Her innovative mindset is evident in expense management, where she developed a transparent system leveraging AI for autonomous approvals—enhancing compliance and setting new standards of efficiency. She has further customized NetSuite to the unique needs of Unite, maximizing its utility and ensuring the platform drives productivity across the organization.

Dianna's leadership combines technical expertise with vision. She consistently anticipates challenges, champions innovation, and ensures that financial practices enable growth. Her contributions have fortified Unite's financial standing and positioned the company for long-term success, making her an outstanding candidate for Woman of the Year in Finance.

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 206 words used.

What sets Dianna Rose apart as a finance leader is her ability to combine financial discipline with entrepreneurial agility. At Unite Digital, a high-growth startup in the traditionally conservative automotive sector, success depends on balancing rigorous financial practices with the flexibility to take smart, calculated risks. Dianna embodies this balance, ensuring that innovation is not stifled by process but rather enabled by it.

The automotive industry has long been defined by legacy thinking, but that approach does not work in an entrepreneurial enterprise where speed, creativity, and adaptability are essential. Dianna has redefined what it means to be a CFO in this space. Instead of imposing rigid structures, she has built scalable systems that encourage risk-taking while protecting the company's financial health. Her work integrating NetSuite, pioneering AI-driven expense management, and customizing financial processes reflects her ability to design infrastructure that grows with the business, not ahead of it.

Dianna partners with leadership to evaluate investments in new products, services, and talent. This forward-looking approach has fueled Unite's exponential growth while maintaining stability.

In a sector bound by tradition, Dianna's achievements stand out as proof that finance can be both a safeguard and a springboard—making her an exceptional candidate for Woman of the Year – Finance.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Attachments/Videos/Links:

[Dianna Rose Helps Unite Digital Leap to \\$100M in Revenue in Six Years](#)



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