



Diana Reid

Pittsburgh, PA

[linkedin.com/in/diana-reid-2019](https://www.linkedin.com/in/diana-reid-2019)

Diana Reid has been a forward-thinking, customer-centric financial services leader for almost four decades, most recently as executive of PNC Bank’s commercial real estate business. Influential, dynamic, and known for her integrity, Diana was named by *American Banker* as one of the “Most Powerful Women in Banking” for nine years (2010 to 2018).

As head of PNC Real Estate (2007 to 2019), Diana led more than 1,000 employees serving commercial real estate companies in the U.S. and Canada, navigating the business through the financial crisis to emerge and thrive. Under her leadership, the bank’s commitments grew from \$15B to over \$50B in commercial real estate credit exposure, and the division delivered fivefold growth in revenue and profitability. During her decade at PNC, she led the launch of PNC Women Connect, growing the employee resource group from one chapter to 19 chapters enabling female employees and male allies to deliver opportunities for professional development and community engagement.

Diana began her career at Citibank, then joined First Boston’s (now Credit Suisse) mortgage trading department. In her 19 years at the investment bank, she succeeded in trading, capital markets and advisory roles. During the 1990s financial crisis, Reid led the capital markets team responsible for new issue and secondary trading of multifamily and commercial mortgage-backed securities, including Resolution Trust Corporation and REITs. In 2003, Diana leveraged her customer relationships and industry expertise to found Beekman Advisors, providing CEOs, owners, and directors of privately held real estate finance companies with strategic advice and sell-side representation. Over four years, she represented owners and their boards in the sales of their companies.

Throughout her career, Diana has been a voice and leader in the securities and real estate industries. For more than a decade she served on the Mortgage Bankers Association’s Commercial/Multifamily Board of Governors and was a founding governor of the Commercial Real Estate Finance Council. Diana served on the Urban Land Institute’s global board of directors from 2013–2016, was elected Trustee in 2012 and ULI Foundation Governor in 2015. She chaired the ULI Women’s Leadership Initiative steering committee (2012-2014). Diana is current Chair of ULI Urban Development Mixed Use Product Council (Red Flight).

Diana earned a B.S. from California State University and her MBA from University of Virginia Darden School of Business. She currently serves on the Pittsburgh Opera Board of Directors. She served on the Committee of 200 Foundation’s Board of Directors, and is actively involved in the C200 C-Ahead and Protégé programs, mentoring the next generation of female CEOs.