



Diana Oddi

Director of Marketing and Communications

Diana is Director of Marketing and Communications for Portland Investment Counsel Inc. (“Portland”), with more than 20 years of experience in the financial services industry spanning project management, marketing, communications, and corporate affairs.

She plays a key role in Portland’s marketing and communications strategy, working closely with the CEO and portfolio management team to clearly articulate the firm’s investment philosophy, key investment themes, and long-term approach for advisors and their clients.

Diana leads the Portland group of companies’ All Things Nuclear education series and oversees the development of advisor business development initiatives, as well as national sales and advisor events, helping advisors strengthen client relationships and build intentional, differentiated practices.

In addition, Diana is a frequent speaker within the wealth management industry. She has chaired the Women in Wealth Canada Summit and delivered keynote presentations at the Women in Wealth Management Canada Summit, the Women in Insurance Canada Summit, and the Women Advisor Summit in New York. Her speaking focuses on personal branding, niche marketing, and practice management