

Dia Simms Biography

Dia Simms started her career working for the Department of Defense. Seeking a more entrepreneurial path, she moved to marketing where she co-founded Madison Marketing, a company that focused around both on and off-premise spirits promotions in the Maryland/DC corridor. After moving back to New York, where she was raised, Dia excelled in sales in both the advertising and pharma industries.

In 2005, Dia began working for Sean 'Diddy' Combs as his executive assistant and grew within the company while building multiple brands and businesses under the Combs Enterprises umbrella. Dia was named President of Combs Enterprises in 2017, making her the first president in the company's history where she oversees over a billion dollars of brand value. Dia brings her relentless commitment to excellence and her unparalleled track record as a strategist, value-creator and brand-builder to the leadership team of Combs Enterprises. Credited for turning Bad Boy Records into Combs Enterprises, Dia achieved success overseeing the portfolio of brands under the Combs empire which include spirits, fashion, fragrance, content and the Capital Prep schools. Of note, Dia led the transformation of the CÎROC ultra-premium vodka from being unprofitable to a \$2 billion retail value brand.

Dia was listed as "One of the most powerful executives in the industry" by Billboard in both 2017 and 2018 as well as named to the Ebony Power 100 list. In April of 2018 she was an honoree of the Matrix Awards from NYWIC, as well as named to the 2018 Ad Age Women to Watch list and Variety's Power of Women New York Impact List. She serves on the board for Capital Prep and THREAD Organization that provides underprivileged high-school students resources to help foster their academic advancement and personal growth. She often speaks on the importance of diverse leadership and building brand value at an accelerated pace.

Dia received a Bachelor's degree in Psychology from Morgan State University, and a Master's degree in Management with a concentration in Contract Management from the Florida Institute of Technology. She balances her work and personal life by commuting between Combs Enterprises in New York City and Los Angeles to her home in Maryland where she resides with her husband, daughter and dog.