



# Dianna DEENEY

ENGINEER, SPEAKER, PRODUCT DEVELOPMENT CONSULTANT

Turn Misaligned Ideas into Market-Ready Products  
Your Customers Will Love.

## *about the* AUTHOR

DIANNA DEENEY is president of Deeney Enterprises and founder of Quality During Design. With over 25 years in manufacturing, product design, and quality engineering, she helps teams build dependable, user-focused products with less rework. An IEEE senior member and ASQ-certified quality professional, she hosts the Quality During Design podcast and shares tools, training, and resources at DeeneyEnterprises.com.

## SPEAKING TOPICS

Dianna Deeney covers topics around aligning teams early, turning ideas into actionable design inputs, and improving product success through collaborative concept development.

- The ADEPT Framework: Guiding Teams Without Losing Momentum
- The Future of Quality: Integrating Principles into Early Design
- Why Most Product Development Fails: How to Beat the Odds

## APPEARANCES INCLUDE:

- Panelist at ASQ RMMR Conference, July 2025, topic: "Safety and Reliability Implications in New Generation Systems and Processes"
- Co-present, sponsored by the IEEE PCS Philadelphia Chapter and IEEE Baltimore, May 2024: "Engineering Book Review and Discussion: Brilliant! and How to Win Friends and Influence People."
- Present at the IEEE WIE Forum USA East, November 2024: "Overcoming Challenges in Cross-Functional Teamwork for New Product Success"

## AUTHOR'S CLIENTS INCLUDE:



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