

Diana Cervantes Recognized by Influential Women 2025

CHICAGO, IL, UNITED STATES, September 3, 2025 /EINPresswire.com/ -- Influential Women 2025 proudly highlights Diana Cervantes in its annual feature, honoring her groundbreaking work as a Certified Sales Engineer (CSE) and her leadership as President of the North American Association of Sales Engineers (NAASE). Diana's dedication to advancing technical sales professionals across North America has positioned her as a trailblazer at the intersection of technology, strategy, and client engagement.



As President of NAASE, Diana is leading a transformative effort to elevate the standards, visibility, and professional growth of sales engineers. She brings strategic vision and hands-on leadership to an organization that represents a diverse membership of technical sales professionals across industries including IT, software, manufacturing, telecommunications, and construction. Under her guidance, NAASE continues to expand its certification programs, networking opportunities, and industry advocacy initiatives, reinforcing the critical role sales engineers play in bridging technical solutions with customer needs.

Before stepping into her current presidency, Diana cultivated a career spanning more than 15 years in SaaS delivery, CPQ implementation, product management, and client engagement. Her expertise lies not only in technical fluency but also in the ability to communicate complex ideas with clarity, earning her recognition as both a trusted advisor in executive boardrooms and a collaborative partner in frontline solution design.

Diana's professional accomplishments are matched by her personal journey. A first-generation immigrant and proud U.S. citizen, she earned her Bachelor of Science in Computer Information Systems from DePaul University while balancing full-time work, raising a family, and adapting to

the challenges of a new culture. Her story reflects perseverance, adaptability, and determination—the same values she instills in the next generation of leaders.

Today, Diana is not only a respected professional but also a devoted mentor and mother of twin toddlers. She credits her children as a source of motivation to lead by example, demonstrating that resilience and hard work form the foundation of the American Dream. “Every obstacle I faced only reinforced my determination to succeed,” she reflects. “I want my children—and all young professionals—to know that success comes from dedication, curiosity, and the courage to keep moving forward.”

Throughout her journey, Diana has remained deeply grateful for the support of family, mentors, and peers who shaped her path. She acknowledges that her success is not a solo achievement but the result of a community of people who believed in her potential. This gratitude continues to inspire her mission of empowering women and underrepresented groups in technology to pursue leadership roles and thrive in spaces where they have historically been overlooked.

Looking to the future, Diana Cervantes embraces the opportunities ahead with optimism and determination. Her leadership at NAASE and her broader contributions to the sales engineering profession underscore a career—and a life—defined by vision, perseverance, and a commitment to lifting others as she climbs.

Learn More about Diana Cervantes:

Through her Influential Women profile, <https://influentialwomen.com/profile/diana-cervantes>, through the North American Association of Sales Engineers, <https://sales-engineering.org/about-naase/> or through her website, <https://www.dianadc.info/>

Influential Women

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