

Brandeis University
Class of 1978 30th Reunion

Name: Diane Cohen Schneider Maiden name? Diane P. Cohen

Mac or PC? PC

LP, CD, or IPOD? Yes

What was your major? Did you continue in that field?

I was an economics major. I received a Master of Management degree in finance from the Kellogg School of Management (Northwestern University).

Career? Do tell!

I was an institutional equity salesman in Chicago at Paine Webber and then Dean Witter. In 1986, I moved to New York doing the same job at Nomura Securities. These were incredibly exciting and lucrative years in the market and I consider myself lucky as hell to have stumbled into such interesting work. I retired from Wall Street in 1988.

For a time I was the “Dear Abby” of a financial website for women owned by the Hearst Corporation.

I also developed and teach a class on financial management for women.

I currently serve on the Advisory Board of the Avon Theatre-a non-profit theater that shows classic films, foreign movies, documentaries and U.S independent films.

Favorite memory from Brandeis days?

I don't have just one.

Favorite Brandeis professor?

Dr. Berliner who was my Economics Advisor.

What have you done since graduation that you are most proud of?

I made Gene Wilder laugh during a random encounter at my local Blockbuster.

Are you single or married? Tell us about your family:

I have been married to Rich Schneider since 1987. Now retired from UBS, he was a Paper and Forest Products analyst for 20 years.

We have two wonderful children. Actually, we have three kids but on any given day only two of them are wonderful and one of them is being a giant pain in the ass.

Nathan is a charming, athletic and popular kid. In fact, he is exactly the kind of boy who wouldn't have known I was alive in high school. He will attend the University of Connecticut in the fall studying business.

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Molly is a sophomore at Stamford High School. She is interested in the arts and theater. But she also has her black belt in Tang Soo Do. I consider her my most likely to attend Brandeis.

Samantha is 13. She is bright, stubborn and funny with long skinny legs. If I hadn't been there, I'd think she was adopted.

Our family spends a lot of time watching TV and making rude noises at the dinner table.

What goals have you set for yourself for the next ten years?

I am writing a novel about my Wall Street years. I'd like to finish it before I am too old to remember what I am writing about.

I also want my children to leave the house with the ability to support themselves and armed with at least minimal cooking and cleaning abilities.

What items are on your bucket list?

I am happy with my life. I don't have a bucket list.

Please provide a joke, a current photo, and a photo from your time at Brandeis.

I'll pass on providing a joke but I will say that I think it is supremely ironic and a lesson to be learned that 1/2 of the Beatles are dead and all the Rolling Stones are still alive.

My pictures from Brandeis are all stuck to the plastic pages of my photo album. Attached is a photo from a family trip to Puerto Rico.

All the best, Diane

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