



**Girl Scouts**

**Minnesota and Wisconsin  
River Valleys**

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**River Valleys announces new CEO – Linda B. Keene**  
*Community meet and greets planned for March*

**(St. Paul, MN)** Linda B. Keene has been named as Chief Executive Officer of Girl Scouts of Minnesota and Wisconsin River Valleys (River Valleys). Keene, a prominent Fortune 100 corporate marketing executive, comes to River Valleys after nearly 14 years as a corporate board director and a distinctive career in the consumer packaged goods, financial services, and publishing industries.

Starting next month, Keene, along with River Valleys' Board of Directors Chair Phyllis A. Willerscheidt, will begin a series of visits to Girl Scout service centers to meet River Valleys' girl and adult members, as well as community members. Currently scheduled dates and locations include: March 5 – Rochester (4228 8th St. SW) and March 18 – Redwood Falls (809 East Bridge). All meet and greets will run from 5 – 6:30 p.m. Additional dates are being planned and will be announced shortly.

“Linda is a strong communicator and is the right person for River Valleys at this time. We look forward to her meeting and working with the staff, board, and the community to help bring Girl Scouting to a new level throughout our jurisdiction,” said Willerscheidt.

Keene joins Girl Scouts with first-hand experience leading organizations through culture change: acquisitions, restructuring, and repositioning of internal teams. Her expertise will prove beneficial as the recently realigned Girl Scouts of Minnesota and Wisconsin River Valleys progresses through its inaugural year. River Valleys consists of five legacy councils—Cannon Valley, Greater Minneapolis, Peacepipe, River Trails, and St. Croix Valley—from across the Twin Cities metro area, southern Minnesota, and western Wisconsin.

Over the past two years, councils across the country have participated in this historic transformation of the Girl Scout Movement to make the most effective use of resources, offer even more programs opportunities for more girls, and to better serve the local community.

(more)

“This is an exciting time of change for Girl Scouts,” said Keene. “I feel privileged to be able to bring my personal dedication to making a difference in the lives of young people and my experience as a corporate executive to the challenge of ensuring that River Valleys fulfills the Girl Scout mission to build the next generation of women leaders.”

Keene most recently served as Executive Vice President of Marketing for Scholastic Inc., the global children’s media company. In addition, she has held senior-level marketing positions with American Express Financial Advisors, Pillsbury, and Gillette.

Widely recognized for her business accomplishments, Keene has been profiled in the book, *“Cracking the Corporate Code: Revealing Success Stories of 32 African-American Executives.”* She has also been recognized as a top corporate achiever by *Essence, Ebony, Black Enterprise, Working Woman* and *Sales & Marketing Management* magazines. She received the Distinguished Alumni Award from the Boston University School of Management, as well as community service awards from organizations such as Sigma Pi Phi Fraternity and the Viking Council Boy Scouts of America. She is also the author of *“Surviving Senior Year: A Parent’s Guide to Successfully Navigating Your Child’s Last Year of High School.”*

Keene has worked with a variety of local nonprofits, including the YMCA of Metropolitan Minneapolis, the Jeremiah Program, and The Children’s Theatre Company. In addition, she has served on the grants committees for Grand Metropolitan/Pillsbury and American Express Financial Advisors. She is a member of several community service organizations, including the Minneapolis – St. Paul Chapters of The Links, Inc. and Delta Sigma Theta Sorority, Inc. Keene has also served as a coach and mentor to minority and female executives throughout the United States.

She was formerly a member of the Board of Directors of VHA, Inc. (Dallas, TX), Visa U.S.A. (San Francisco, CA), HUFFY Corporation (Dayton, OH), and Scholastic Corporation (New York, NY).

A native of New York City, Keene currently resides in the Twin Cities. She holds a Master of Business Administration from Harvard University and a Bachelor of Science in Business Administration from Boston University.

### **About Girl Scouts of Minnesota and Wisconsin River Valleys**

In partnership with nearly 18,000 adult volunteers, the Girl Scouts of Minnesota and Wisconsin River Valleys helps approximately 49,000 girls each year—in all or portions of 49 counties in southern Minnesota and western Wisconsin—to discover new abilities, connect with new friends, and take action to improve their communities. Girl Scouts is the world’s preeminent leadership development organization for girls, building girls of courage, confidence, and character, who make the world a better place. For more information on how to register as a Girl Scout, volunteer your time, or donate to the Girl Scouts, call 800-845-0787 or visit [www.girlscoutsrv.org](http://www.girlscoutsrv.org).