



## **Linda B. Keene** **Chief Executive Officer** **Girl Scouts of Minnesota and Wisconsin** **River Valleys**

Girl Scouts of Minnesota and Wisconsin River Valleys welcomed Linda Baker Keene as its chief executive officer in February 2008. 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.

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.

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.