



Tracy Keller, CEO

Tracy Keller has served as the chief executive officer of the Girl Scouts of the Colonial Coast (GSCCC) since 2005, having served as the director of finance and technology for the council previously. She graduated from Virginia Wesleyan College with a bachelor's degree in computer science and mathematics. She received a certification in nonprofit management from the Academy for Nonprofit Excellence and was selected from an elite group of Girl Scout CEOs by Girl Scouts of the USA to attend a Strategic Leader Seminar at the United States Army War College sponsored by the Columbia University Business School. Tracy is also a graduate from the Lead Hampton Roads Executive Program and is active as a Civic Leadership Institute alumni.

Under Tracy's leadership, GSCCC has received numerous awards including the distinguished Top Workplace in Hampton Roads by Inside Business and Top Agency of the Year for two consecutive years by the Albemarle Area United Way. Tracy has been recognized with many awards that have included the 2008 Top Forty Under Forty by Inside Business, the 2018 Women in Business Award by Inside Business, the 2016 Woman of Distinction by the YWCA of South Hampton Roads, the Great Bridge Rotary Club Rotarian of the Year in 2018 and 2021, and was a 2018 Angels in Adoption Honoree.

Tracy currently serves on the following boards: Great Bridge Rotary Club, Chesapeake Council PTA, Tidewater Friends of Foster Care, Programs of Religious Activities with Youth (P.R.A.Y.), and the Girl Scout Staff Association. She also serves as a Stephen Minister at Hickory Ridge Community Church and is a lifetime Girl Scout who received the Girl Scout Gold Award, the highest award a girl may earn in Girl Scouts. As an adult member, she has been recognized with the Girl Scout Thanks Badge and the Thanks Badge II awards, the highest adult honors.

Tracy and her husband of more than 20 years, Dan, live in Chesapeake and have five children.