



Tracy Keller, CEO

Tracy Keller is a proud lifetime Girl Scout who 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 University with a bachelor's degree in computer science and mathematics and received a certification in nonprofit management from the Academy for Nonprofit Excellence. Tracy is also a graduate of the Lead Hampton Roads Executive Program and is active as a Civic Leadership Institute alumni.

She was selected from an elite group of Girl Scout CEOs by Girl Scouts of the USA (GSUSA) to attend a Strategic Leader Seminar at the United States Army War College sponsored by the Columbia University Business School. Tracy was also appointed by GSUSA to a leadership role with the Council Action Network, and the Movement Governance Advisory Team, a network dedicated to governance work.

Under Tracy's leadership, GSCCC has received numerous awards including the three-time recipient of the distinguished Top Workplace in Hampton Roads by Inside Business. She has been recognized with many awards that have included the 2008 Top Forty Under Forty by Inside Business, the 2016 Woman of Distinction by the YWCA of South Hampton Roads, the 2018 Women in Business Award by Inside Business, the four-time recipient of the Great Bridge Rotary Club Rotarian of the Year and was a 2018 Angels in Adoption Honoree by Senator Warner through the Congressional Coalition Adoption Institute. Tracy was also named on the 2024 'Serve Virginia' Honor Roll for Volunteerism and Community Service. In August 2024, she was appointed by Governor Youngkin to the Virginia Council on Women for a four-year term, where she currently serves as Vice Chair.

Her commitment to the empowerment of girls and women is extended to other groups as well and she has served as Rotary District 7600 Empowering Girls Chair since 2022 and is a committee member on United Way of South Hampton Roads' Women United.

Tracy's current board affiliations include: Great Bridge Rotary Club (2024 President), Tidewater Friends of Foster Care, Programs of Religious Activities with Youth (P.R.A.Y.), and the Girl Scout Staff Association. Tracy is also currently serving on Chesapeake Public Schools' Career and Technical Education (CTE) Advisory Council, and she was recently appointed by Chesapeake's mayor to be a member on the Chesapeake Environmental Improvement Council. She is also an active member at Hickory Ridge Community Church.

She has been recognized with many Girl Scout recognitions during her Girl Scout journey, starting in her youth years with the highest award a Girl Scout may earn, the Girl Scout Gold Award. As an adult, 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.