

Biography
TAMMI DOOLEY
President & CEO, BETA Center, Inc.

Tammi Dooley joined BETA Center as President & CEO in September 2009 as only the fourth individual to serve in this capacity in BETA Center's 33-year history. She brings with her a comprehensive combination of business and not-for-profit career experience that spans nearly 20 years and includes the Walt Disney World Company, Valencia Community College and the Central Florida YMCA. In making the announcement of her appointment, Board Chair Cherie Rivett said, "We are very excited to have chosen an individual to carry on the BETA mission who brings such a wealth of skills, experiences, and energy to the role."

Prior to joining BETA Center, Tammi Dooley was Director of Strategic Development for the Central Florida YMCA. In this capacity, she directed annual support and all fundraising communications, organizing more than 1,000 volunteers for 28 simultaneous campaigns in six counties. From 2003 through 2007, she was with Valencia Community College as Director - Inside Learning - New Product Development Division. There, she was responsible for all aspects of new product launches, including ideation, research, business plan creation and sales and marketing. As Marketing Director for the Compass Knowledge Group (2001-2003), Ms. Dooley directed a marketing team that achieved the highest Return on Investment in history for the distance learning education provider.

For seven years, Ms. Dooley served in various marketing and business development roles with The Walt Disney World Company's Epcot, Walt Disney World Resort and Disney Vacation Development, Inc. divisions. Her Disney experience, which focused on marketing, strategic planning, project management and development of new corporate relationships, earned her two Professional Performance Excellence Awards.

She holds a Master of Science degree in Integrated Marketing Communication from Northwestern University in Evanston, Illinois, with a specialization in Communications Return on Investment and Strategic Planning. She received a bachelor's degree in Business Administration from East Texas State University in Commerce, Texas.

Since moving to Orlando 15 years ago, Ms. Dooley has been involved in numerous community organizations and task forces, including serving as a volunteer for Jobs Partnership, which equips the unemployed and underemployed to gain meaningful employment. She is a participant and member of the Alumni Board for Lifework Leadership, a network of Christian business leaders dedicated to developing leaders to transform our community.

Her other affiliations include the Association of Fundraising Professionals and the North American YMCA Development Organization.

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