

Nancy Keil
Second Harvest Food Bank of Middle Tennessee

Bio

Incoming CEO Nancy Keil is the Chief Development and Marketing Officer at Second Harvest Food Bank of Middle Tennessee. Second Harvest focuses on ensuring that food insecure children, families and seniors in Middle Tennessee have adequate access to nutritious food so they can live healthy, fulfilling lives. During the past five years, she has developed a high-performing marketing, development and volunteer engagement team that excels in achieving Second Harvest's objectives of fundraising, awareness, engagement and advocacy.

Under her leadership Second Harvest has seen 45% revenue growth across all areas of philanthropy. She has always been hands-on, willing to share her time and knowledge for the betterment of the organization and community. As a member of the Leadership Team for Second Harvest, she participates in the day-to-day strategic decisions that affect the food bank, and she implements strategic plans to keep Second Harvest running at peak efficiency.

A visionary leader whose innovative strategies position major companies for long-term success, Nancy has pioneered the development and execution of unique customer experience strategies in the non-profit, hospitality and real estate industries. In the hospitality space, Nancy led with innovative marketing and channel strategies that enabled Applebee's International Inc. brand to grow from 50 to 2,000 restaurants throughout the United States, Canada and Europe while deploying the first marketing programs that drove increased customer traffic and delivered positive sales results. Since 1991, Nancy has been instrumental in growing national brand restaurant chains including Applebee's, O'Charley's Inc., Stoney River, and Café Enterprises Inc. Her ability to see the big picture means there's an unprecedented level of cooperation between critical functions, creating a winning recipe for success

Nancy is a marketing and philanthropy leader who makes friends and allies wherever she goes. She's active in the community with Leadership Middle Tennessee, Association of Fundraising Professionals (AFP), and Chief Marketing Officer Council. You can also find her calling numbers during weekly bingo at Park Manor, an assisted living facility in Nashville.

Nancy enjoys all things outdoors and pushes her physical boundaries, reaching beyond what she thought was possible while simply enjoying the journey. Among her favorite memories are skydiving, swimming with sharks, running marathons, multi-day biking trips, and local and international hiking. She loves spending time with her perfect dog, Jax, her brother and sister, and friends from all the amazing places she has lived across the United States.

Nancy earned an Executive Masters of Business Administration degree from Rockhurst University in Kansas City and a Bachelor of Arts degree from University of Arkansas in Fayetteville.

Nancy's No. 1 passion is doing great work that makes a difference.