



Tara M. Keener
Senior Vice President,
Chief Marketing Officer



Tara Keener is Chief Marketing Officer at Foundation For The Carolinas, serving on the Leadership Team for the fifth-largest community foundation in the U.S.

In her role, Tara oversees all marketing and communications activities for the Foundation and its affiliates, sharing the Foundation's community impact and unique offerings for donors and fundholders. Tara and her team lead media and public relations efforts, brand management, print and digital communications, executive communications, special events and social media. Tara's team also oversees the Foundation's meeting and event spaces, hosting more than 1,300 weddings, nonprofit meetings, fundraisers and corporate receptions each year.

Tara joined the Foundation in 2007 and previously worked in marketing and communications in the nonprofit, public and corporate sectors. She is a graduate of the University of North Carolina at Chapel Hill School of Journalism and Mass Communication. She is a member of American Leadership Forum, the Public Relations Society of Charlotte and is a graduate of the Arts & Science Council's Cultural Leadership Training program.

Tara currently serves as vice chair of the board for the Humane Society of Charlotte. She is past board chair of Charlotte Viewpoint and is a former board member of Girl Talk Foundation, Inc. Tara was named among the 2018 class of Girl Talk's "Women of Distinction" for her leadership and community service and received The Charlotte Ledger's 40 Over 40 Award in 2022. Tara holds a Wine & Spirit Education Trust level one sommelier certification and is also an RYT 200 certified yoga instructor.

May 2024