



## OVERVIEW

Tami has been in the business of organization, marketing and graphic design since starting her first business at the age of 23. An entrepreneur by genetics, she left the freelance world in January of 2002 to join her mother's real estate team. Passionate about the human impact of buying and selling real estate, Tami combines her diverse background and unique skills to provide a level of client service well beyond average. She is a consummate professional with a strong work ethic, extremely organized and deliberate, thoughtful and very detail-oriented. Her success both in marketing properties and working with buyers and sellers has led to numerous speaking engagements nationwide.

Committed to community involvement, Tami has more than twenty years of non-profit board experience, and has demonstrated leadership abilities in non-profit and professional organizations. She has specific experience in strategic planning, board governance, bylaws development and transition implementation. Tami ensures that volunteerism and good corporate citizenship are integral parts of her life, personally and professionally.

## PROFESSIONAL EXPERIENCE

**The SIMMS Team, Coastal Properties Group International | St. Petersburg, Florida**

**REALTOR® and Director of Marketing & Concierge Services | 2002 to present**

Residential real estate professional working directly with buyers and sellers involving needs assessment, showing property, negotiation and contract oversight. Responsible for comprehensive marketing and advertising of properties for sale, institutional advertising; Develops, oversees and implements annual marketing budget. Developed and oversees concierge program for continuing client service; Responsible for integration of relocating clients into the community. (2002-2003 with Arvida Realty Services which became Coldwell Banker Residential Real Estate, 2003-2008 with RE/MAX Affiliates which became RE/MAX Metro, 2008-2013 with ALVA International Real Estate which became Coastal Properties Group International in January 2014)

### Professional Affiliations / Memberships / Designations:

- Lead Trainer, Institute for Luxury Home Marketing, 2006 to present
  - Licensed/Certified Continuing Education Instructor: Arizona, California, Colorado, Florida, North Carolina, Texas, Utah
  - Co-host, "Estate of Mind" podcast, 2021 to present
- Certified International Property Specialist (CIPS)
- Certified Luxury Home Marketing Specialist (CLHMS), GUILD Elite, Institute for Luxury Home Marketing
- Certified Residential Specialist (CRS)
- Transnational Referral Certified (TRC)
- CyberProfessionals, Member
- CyberStars™ International, Member
- Real Estate Vision, Member
- National Association of REALTORS®, Florida Association of REALTORS®, Member
- Pinellas REALTOR® Organization, Member
  - Public Policy Committee, Past Chair
- St. Petersburg Downtown Business Association, President 2024-present, 2020-2021, 2016-2017, 2011-2013, Board of Directors 2010-present
- Central Avenue Council, Co-Facilitator 2018-2022, Member 2014-2022
- Urban Construction Best Practices Task Force (City of St. Petersburg), Co-Chair 2015-2016
- St. Petersburg Downtown Partnership, Member
- RE/MAX International Renowned Properties Advisory Board, Member 2005-2007

**Graphic Strategy** | St. Petersburg, Florida | **Owner** | 1997 to 2018

Graphic design and marketing services for professionals and businesses of all sizes. Clients range from local to international, utilizing technology to break geographical barriers. Design services include corporate image brochures, direct mail designs, logo creation, brochures, newsletters, print advertising, product packaging, etc. Designs are created utilizing both IBM and Macintosh platforms, requiring working knowledge of multiple software programs and packages. *(Currently under exclusive contract with the SIMMS Team, Coastal Properties Group International, but additionally providing in-kind services to not-for-profit and community organizations.)*

**Selected clients included:** Florida Council of Residential Specialists; Earth's Treasures Fine Jewelry & Gifts; *Intuition for Women* Magazine; Malindy Elene Salon Couture; Raymond James Financial Services, Inc.; The Real Estate Book; RISCsolutions Group/RISCmanagement, Inc.; St. Petersburg Area Chamber of Commerce; and Time Warner Cable.

**Suncoast Tiger Bay Club, Inc.** | St. Petersburg, Florida

**Executive Director** | 2001 to 2008

Independent contractor position responsible for oversight and management of high-profile non-partisan political membership organization. Involved database maintenance and communication with +/- 500 members, event planning, venue coordination, budget development, marketing and public relations, web site maintenance, and interaction with elected officials, policymakers and major media outlets. Reported to 26-member volunteer Board of Directors.

**Professional Affiliations / Memberships:**

- Florida Association of Tiger Bay Clubs, Inc.; Member 2005-2009, Board of Directors 2006-2009

**The Organizational Consultant** | St. Petersburg, Florida | **Owner** | 1993 to 2008

One-on-one consulting services for businesses and individuals, to identify and implement effective organizational systems, as well as business plans. Work involves public relations, customer service, time management, public speaking and problem-solving. *(2001-2008 under exclusive contract with Suncoast Tiger Bay Club, Inc.)*

**Selected clients included:** Bay Isle Clothiers; Color Pages, Inc.; Cumberland Oil Producing Company, Inc.; Florida International Museum; New Method Lasers and numerous individuals.

**Simms Powel Transport, Inc.** | St. Petersburg, Florida | **Co-Owner** | 1997 to 2000

Responsible for management and administration of long-distance national trucking company (family operated), including fiscal operations, permitting and licensure requirements.

**Stouffer Hotels & Resorts** | June 1992 to September 1993

*Now Renaissance Hotels & Resorts*

All positions involved customer service, problem-solving, flexibility, professionalism, computer skills and accounting responsibility. In addition, strong emphasis was placed upon mentoring and team management.

**Stouffer Harborplace Hotel** | Baltimore, Maryland

Management Team: Front Office specialization, with shift rotation throughout all hotel departments, including Culinary (Garde Manger), Banquets, Housekeeping and Guest Services.

**Stouffer Vinoy Resort** | St. Petersburg, Florida

Management Team (Grand Reopening Team Member): Specializations in Concierge Management and Reservations, with shift rotation throughout all hotel departments, including Banquets, Housekeeping, Guest Services and Activities.

## EDUCATION

**Eckerd College** | St. Petersburg, Florida

**Bachelor of Arts Degree** 1992. Major: Visual Arts, GPA 3.75. Initial concentration: International Business.  
Dean's List; Nominee, Ford Foundation Scholarship 1991

**St. Petersburg High School** | St. Petersburg, Florida | **Honors Diploma** 1988. Advanced Placement Curriculum; Dean's List

## RELATED SKILLS

Basic conversational proficiency in Spanish, Italian and German languages.

Advanced PC and Macintosh computer software proficiency, including:

- Microsoft Office (Word, Excel, PowerPoint, Front Page, Publisher, Outlook)
- Solve360 Database Management Software
- Corel Draw, Corel PhotoPaint
- Adobe Suite (Photoshop, Illustrator, Acrobat, InDesign)
- Quicken and QuickBooks
- Google Products
- Zoom, GoToMeeting, GoToWebinar
- Multiple web-based applications

## CIVIC / COMMUNITY ACTIVITIES

**St. Petersburg Saturday Morning Market** | **President, Board of Directors** 2021-present

**St. Petersburg Downtown Business Association** | St. Petersburg, Florida | **Board of Directors** 2010-present;  
**President** 2024-present, 2020-2021, 2016-2017, 2011-2013; **Sunshine Street Team Advisory Board**, Chair, 2016-present; **Sunrise Sale Committee** 2014-present, Co-Chair 2014, 2015; Member since 2009

**Education Foundation of the Florida Federation of Business and Professional Women's Clubs** | **Immediate Past President** 2015-2024. Parliamentarian 2024-present.

St. Petersburg College Foundation Scholarship Committee 2013-2024, 1<sup>st</sup> Vice President 2014-15, Board of Directors 2012-present, Parliamentarian 2012-2014; Member since 1997

**Business and Professional Women/St. Petersburg-Pinellas** | **Immediate Past President, Parliamentarian**. Member since 1997

**Scholarship Committee** 1999-present; **Equal Pay Day Unhappy Hour Committee** member 2006-present;  
**Philanthropy Committee** Chair 2019-2021; **Equality Day Event Committee**, 2014-2016; **Individual Development Committee**, 2014-2016

**President** 2023-2024 2011-2012 and 1999-2000; **Parliamentarian** 2020-2021, 2017-2019, 2016-17, 2014-15, 2012-2013, 2009-2010 and 2004-2008; **Finance Chair** 2017-18, 2012-2013, 2008-2009; **Bylaws Committee Chair** 2021-2022, 2017-2018, 2007-2009 and 2000-2005; **Breast Cancer Fund Raiser Event Co-Chair** 1999-2003; **Young Careerist Committee** Chair 2000-2002; **President-Elect** 2010-2011 and 1998-1999; **Secretary** 1997-1998.

**Helen K. Leslie Award for Service & Dedication** 2011, 2010, 2001 and 1999; **Woman of the Year** 1998

**Downtown Waterfront Parks Foundation** | **Trustee Emerita** Treasurer, Board of Directors 2012-2022

**Champagne Shuffle Committee** Member 2017-2020 | **Bocce Tournament** Co-Chair 2015 and committee member 2016, 2017; **Formation Committee** 2012-13

**Central Avenue Council** | **Co-Facilitator** 2018-2022, Member 2015-2017

**Organizational Committee** 2015-2-2022 | **Central Avenue Solstice** Steering Committee 2015, 2016; Member since 2015

**Business and Professional Women/Florida | Board of Directors, Bylaws & Handbook Committee, Parliamentarian**

**Board of Directors** 2019-present, 2001-2008. **Bylaws & Handbook Committee Chair**, 2019-present, Member 2014-2015, 2007-2011, 2006-07, 2002-03 and 2000-01; **Membership Committee Task Force** 2014; **Resolutions Committee Chair** 2010-2014, 2006-07; **Strategic Planning Committee** 2020-2021, 2010-2011; **Parliamentarian** 2007-2008; **Issues Management Committee Chair** 2000-01; **Public Relations Committee Chair** 1999-2000.

**State President** 2004-05; Executive Committee 2007-2008 and 2001-2005; President-Elect 2003-04; 1<sup>st</sup> Vice President 2002-03; 2<sup>nd</sup> Vice President 2001-02. **Young Careerist Representative to BPW/USA** 1998

**Localtopia | Event Committee/Volunteer** 2013-present.

**City of St. Petersburg | St. Petersburg, Florida | Charter Review Commission** 2021 | **Parking Study Steering Committee** 2015-2017 | **Urban Construction Best Practices Task Force** 2015-2017 | **Human Relations Review Board, Chair** 2008-09, Member 2007-08

**Duke Energy | Small / Medium Business Advisory Council**, 2017-present.

**St. Petersburg Downtown Neighborhood Association | St. Petersburg, Florida | Member** since 2009

**Tampa Bay Public Leadership Institute | Inaugural Class, Member** since 2011

**Eckerd College | 2022 Alumni Reunion Committee** 2021-2022 | **President's Associates for the Visual Arts** 2016-present | **Gulf Coast Roundtable** Alumni Advisory Committee 2005-06

**Queen's Court, Inc. | Treasurer** 2013-2019; **Queen of Hearts Ball Committee** 2011-2019; **Bylaws Committee** Member 2015-2019, **Strategic Planning Committee** 2017-2019; **Technology Chair** 2012-2016, **Silent Auction Co-Chair** 2011-12, Member since 2011

**PARC | Business Development / Think Tank / Social Enterprise Committee** Culinary Initiative Subcommittee, Chair 2013-14; Member 2009-14

**Entrepreneur's Social Club | Member** 2010-14

**American Stage Theater | Gala Under The Stars Committee** Member 2013

**Interlock Club | Bylaws Chairman**, 2010-12, Program Chairman, 2009-10; Member 2009 - 2011

**YWCA of Tampa Bay | St. Petersburg, Florida | Past President**

**Board of Directors** 1997-2007. **President** 2005-2007. Co-Chair, CEO Search Committee, Transition Team & Reorganizational Task Force, 2006. Executive Committee 2005-2007 and 2000-01; Association Nominating Committee Chair 2000-2005; Public Policy Committee Chair 1999-2001; Investment Committee 2000-2001; Strategic Planning Committee 1997-2003.

**Foundation Board** 2007-2008; 2005-2007, *ex-officio member*; **Board of Trustees** 2005-2007, *ex officio member*

**Business and Professional Women/USA | Washington, DC**

**Issues Management Committee** 2004-2007. Chair 2004-05. **Board of Directors** 2003-2005.

**Family Resources | Great Chefs of Tampa Bay** Volunteer 2008 and 1999-2005; Advisory Committee 2000, 2001.

**Honda Grand Prix | Volunteer** 2008

**American Cancer Society | Diamonds on the Water Gala** Co-Chair 2007

**Women's Council of the St. Petersburg Area Chamber of Commerce | Women's Symposium Committee** 2002-2006, Co-chair 2004, 2005; Publicity Committee Chair 2001; Member 1999-2007.

**American Cancer Society | Hope Lodge** Capital Campaign Speakers' Bureau 2001

**Great American Teach-In | Pinellas County Schools** 2001, 1999, 1997, 1996

**Margo Fischer (D) Campaign for FL House District 52 | Press Secretary** 1999-2000

**St. Anthony's Healthcare Foundation | Gala Event Committee** 1998-99

**American Heart Association | Heart Walk Recruitment Leader** 1998

**Boys & Girls Clubs, Inc. | Guest Art Teacher** 1992

**Connecticut Public Interest Research Group (ConnPIRG) | Canvasser/Staffer** 1988

## **PUBLIC SPEAKING / SIGNIFICANT PRESENTATIONS**

**RE/MAX Luxury Forum | Lake Tahoe, CA | Mastermind Moderator** | June 2024

**SouthOak Title Luxury Conference | Birmingham, AL | Featured Speaker: "Staying in A Luxury Mindset"** | October 2023

**RE/MAX Luxury Forum | New Orleans, LA | Featured Speaker: "Adopt a Luxury Mindset"** | June 2023

**The Realty Alliance | Sarasota, FL | Panelist, Luxury Roundtable** | April 2023

**HomeSmart Growth Summit | Las Vegas, NV | Featured Speaker: "The Luxury Niche and the Current Market"** | February 2023

**Realty Executives National Convention | Nashville, TN | Featured Speaker: "Why Luxury, Why Now"** | November 2022

**Leaders in Luxury | Denver, CO | Panel Moderator: "Preparing for the Future – Market Trends in Selling Luxury Real Estate"** | August 2022

**RE/MAX Luxury Forum | Dallas, TX | Featured Speaker: "Luxury is a Level of Service"** | June 2022

**RISMedia Real Estate's Rocking In The New Year | Virtual | Panel Moderator: "Preparing for the Future – Market Trends in Selling Luxury Real Estate"** | January 2022

**RE/MAX Luxury Forum | Scottsdale, AZ | Featured Speaker: "Positioning Yourself as a Front-Line Trusted Advisor in All Market Conditions"** | October 2021

**Century 21 Florida Conference | Naples, FL | Featured Speaker: "Building Your Luxury Brand" and "Building Your Luxury Mindset"** | July 2021

**RE/MAX Luxury Forum | Virtual | Featured Speaker: "Marketing Luxury Property in a New Era"** | November 2020

**Real Estate Success Rocks! | Virtual | Panel Moderator: "Luxury Real Estate"** | September 2020

**Century 21 Top Producer Conference | Palm Springs, CA | Featured Speaker: "Old Money, New Money"** | October 2019

**BPW/St. Petersburg-Pinellas Working Women's Forum | St. Petersburg, FL | Moderator: "Be Your Own Hero" Panel** | October 2019

**RE/MAX Luxury Forum | Austin, TX | Featured Speaker: "Old Money, New Money"** | October 2019

**Real Estate Success Rocks! Conference | Denver, CO | Moderator: "Scripts & Dialogues" Panel** | September 2019

**One21 Convention | Las Vegas, NV | Featured Speaker: "Build Your Business In The Higher End Market" and "Elevate Your Approach To Your High End Market"** | March 2019

**CRS “Sell-A-Bration”** | Las Vegas, NV | PowerTalk Speaker: “Social Strategies for Luxury Agents” | February 2019

**Century 21 Top Producer Conference** | Miami Beach, FL | Featured Speaker: “Relentless About The Luxury Market?” and “Elevate Your Luxury Office To Be THE Preferred Destination” | October 2018

**Real Estate Success Rocks! Conference** | Baltimore, MD | Panelist: “So You Want To Be A Moderator” | Sept 2018

**BPW/Florida State Conference** | Clearwater Beach, FL | Panel Moderator: “An Evolving Workplace: Blending Creativity with Convention” | June 2018

**CRS “Sell-A-Bration”** | Dallas, TX | Featured Speaker: “Mastering the Luxury Market...” | February 2018

**Florida Association of REALTORS Annual Convention** | Orlando, FL | Speaker: “Branding Yourself” | July 2017

**BPW/Florida State Conference** | St. Petersburg, FL | Panelist: “The Art of The Ask” | June 2017

**CRS Nevada “Breaking Bad in Real Estate”** | Lake Tahoe, NV | Panel Moderator: “Luxury All-Stars” | June 2017

**Strategies For Success, BPW/St. Petersburg-Pinellas’ Professional Development Series** | St. Petersburg, FL  
Featured Speaker: “Negotiation Strategies” | March 2017

**CRS “Sell-A-Bration”** | Phoenix, AZ | Featured Speaker: “Farm To Table: Referral Strategies...” | February 2017

**Pinellas REALTOR® Organization’s International Council** | St. Petersburg, Florida  
Featured Speaker: “Opportunities for Luxury Networking & Marketing Properties” | February 2017

**RE/MAX Luxury Forum** | Phoenix, AZ | Featured Speaker: “The Marketing Consultation” | November 2016

**Leaders in Luxury** | Tucson, AZ | Emcee, Panel Moderator | October 2016

**Real Estate Success Rocks** | Charleston, SC | Panel Moderator, “Mastering The Listing Presentation” | September 2016

**BPW/Florida State Conference** | St. Petersburg, FL | Panel Moderator | June 2016

**ERA Distinctive Properties Conference** | Orlando, FL | Featured Speaker: “Digital Landscape...” | April 2016

**RE/MAX R4** | Las Vegas, NV | Featured Speaker: “Stand Out In The Cloud” | April 2016

**RE/MAX Luxury Forum** | Dallas, TX | Featured Speaker: “Stand Out In The Cloud” | November 2015

**Leaders in Luxury** | San Juan, Puerto Rico | Panel Moderator | October 2015

**BPW/St. Petersburg-Pinellas Working Women’s Forum** | St. Petersburg, FL | Panel Moderator | October 2015

**Real Estate Vision** | Seattle, WA | Panel Moderator, “MegaProducers” | September 2015

**Pinellas REALTOR® Organization** | St. Petersburg, Florida  
Featured Speaker: “Marketing to International Clients” | August 2015

**BPW/St. Petersburg-Pinellas Working Women’s Forum** | St. Petersburg, FL | Panel Moderator | October 2014

**Leaders in Luxury** | Denver, Colorado | Panel Moderator, “Technology Tips” | October 2014



**Real Estate Vision** | Burlington, Vermont | Panel Moderator, "Technology" | October 2014

**BPW/St. Petersburg-Pinellas Working Women's Forum** | St. Petersburg, FL | Panel Moderator | October 2013

**Leaders in Luxury** | Seattle, Washington | Panel Moderator, "Technology Tools . . ." | October 2013

**BPW/St. Petersburg-Pinellas Working Women's Forum** | St. Petersburg, FL | Panel Moderator | October 2013

**Leaders in Luxury** | Seattle, WA | Panel Moderator, "Technology Tools . . ." | October 2013

**REALTORS® Association of the Palm Beaches** | Jupiter, Florida  
Featured Speaker: "Working With International Clients in the Luxury Real Estate Marketplace" | October 2012

**Patrick Lilly's Real Estate Pilgrimage** | New York, New York | Panel Moderator, "Technology" | September 2013

**Leaders in Luxury** | Charleston, South Carolina | Panel Moderator, "Technology Tools . . ." | October 2012

**Inmocionate!** | Madrid, Spain | Keynote Speaker, "Marketing the Lifestyle" | June 2012

**Leaders in Luxury** | Laguna Niguel, California | Panel Moderator, "Technology Tips . . ." | November 2011

**CyberStars™ Summit** | Scottsdale, Arizona | Panel Moderator, "Managing Your Online Reputation" | January 2011

**Leaders in Luxury** | Austin, Texas | Panel Moderator, "Best Practices for Today's Market" | October 2010

**Naples Area CIPS Council** | Naples, Florida | Panelist, "Marketing to Luxury Real Estate Clients" | October 2009

**Coldwell Banker Previews** | Chicago, Illinois | "Tips for Targeting the Luxury Home Market" | December 2008

**RE/MAX New England Fall Conference** | Boston, Mass. | Panelist, Luxury Real Estate Marketing | October 2007

**Leaders in Luxury** | Santa Fe, New Mexico | Panel Moderator, "Working in the Multi-Million Dollar Niche" | October 2007

**National Association of REALTORS® Annual Convention** | New Orleans, Louisiana  
Panelist, "Words of Wisdom From Luxury Home Market Leaders" | November 2006

**Leaders in Luxury** | Dallas, Texas | Panel Moderator, "Take Your Service to the Next Level . . ." | October 2006

**Business and Professional Women/USA** | Dallas, Texas | Issues Management Awards Presenter | July 2006

**International Congress, REALTOR® Association of Miami and the Beaches** | Miami, Florida  
Panelist, "Super Star Panel" | June 2006

**Business and Professional Women/Florida State Conference** | Daytona Beach Shores, Florida  
Featured Speaker, National Representative | June 2006

**Business and Professional Women/Vermont State Conference** | Stowe, Vermont  
Keynote Speaker, Workshop Presenter | June 2006

**RE/MAX International Convention** | Las Vegas, Nevada  
Panelist, "Marketing Luxury Properties with the Renowned Properties Program" | February 2006

**The Luxury Conclave** | Palm Beach, Florida

Panelist, "Marketing Luxury Condominiums, High Rises and Co-ops" | October 2005

**Institute for Luxury Home Marketing CLHMS Certification Course** | Dallas, Texas

Panelist, "The Third Day" | June 2005