



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), Million Dollar Guild, 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 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 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 | **President** 2015-present
St. Petersburg College Foundation Scholarship Committee 2013-present, 1st Vice President 2014-15, Board of Directors 2012-present, Parliamentarian 2012-2014; Member since 1997

Business and Professional Women/St. Petersburg-Pinellas | **President**; 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-present, 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 Chair

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; 1st Vice President 2002-03; 2nd 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-present | **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 | 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