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**The Junior League of Memphis Hires Karen Viotti, Director of Development and Operations**

Memphis, Tenn. – December 1, 2014 – The Junior League of Memphis (JLM) has named Karen Viotti Director of Development and Operations, effective December 1. In her newly appointed role, Viotti will be responsible for developing and executing the JLM's fund development strategy. She will also work in cooperation with Board members, staff and other volunteers to implement the organization's operational goals and to fulfill its mission of promoting voluntarism, developing the potential of women and improving communities. Viotti brings more than 12 years of experience to the position. She will report to Carolyn Danley, president of the JLM.

Viotti joins the JLM following more than three years as senior director of alumni and volunteer development at Christian Brothers University. She has also worked as division vice president at the American Liver Foundation, as development director at Memphis Botanic Garden, and as development director at the National MS Society. Viotti brings extensive experience in fund development to the role, and has earned a reputation for nonprofit development efforts grounded in smart, strategic, results-driven thinking.

"We are delighted to welcome Karen onboard. Her past experience driving revenue growth is very impressive and we look forward to her bringing that to the JLM," said Danley. "Karen's deep expertise in fund development strategy and execution will be incredibly valuable to the JLM, our members and the Memphis community."

Viotti said, "I am very excited to be joining the JLM – an organization I've admired and respected for many years – and for the opportunity to lead the development and operations efforts for such a remarkable group of women."

Viotti holds a Bachelor of Science in Business Administration from Christian Brothers University.

**About the Junior League of Memphis**

The Junior League of Memphis (JLM) is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the

effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. As one of the largest volunteer groups in the Mid-South, the JLM is committed to improving the lives of women and children in the Memphis community.

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