



Tamara Wheeler is SVP of Transformational Giving at RKD Group. She brings 25 years of experience in integrated marketing and fundraising across the U.S. and Canada, helping nonprofits deepen supporter relationships and drive impact.

Tamara leads a team of Philanthropy Strategists who partner with nonprofit leaders and frontline fundraisers to create meaningful engagements. A former RKD client herself, she understands the challenges nonprofits face and brings a unique perspective to strategy and engagement.

She has worked with leading organizations nationally and regionally across nonprofit sectors and is passionate about the power of story to inspire action and build trust.



Lori Collins is EVP of Marketing Science at RKD Group. She is a thought leader and trusted advisor on advanced analytics and research-driven strategies. She's been analyzing giving behaviors, perceptions, and preferences for a few decades, optimizing omnichannel marketing and fundraising performance.

Prior to joining RKD Group, Lori created the industry's first Giving Sciences agency practice and independent consultancy, combining the disciplines of data science and charitable giving research to develop truly supporter-centric fundraising strategies.

She has partnered with world-class brands in both the commercial and nonprofit sectors and is dedicated to closing the gap in nonprofit strategies for sustainable growth and impact.