



## **BETTY BRENNAN**

### **Owner & CEO**

Betty has led the Taylor Studios team since 1991, creating timeless exhibits for museums and nature centers across the country. She has coordinated and facilitated over 480 projects in the last 27 years ranging from \$500 to over \$3 million each. As president and owner, she implements strategic goals and objectives while providing direction and leadership toward the achievement of the company's philosophy, mission, and strategy.

An active contributor, Betty stays highly involved in the nature and business communities. She's been recognized as 2016's Most Innovative Business Leader by AI Magazine, featured in Success Magazine, nationally recognized on the Inc. 500, regionally famed as an Outstanding Woman You Should Know by local media, and published in a confetti of other resources. Under her leadership, Taylor Studios continues to innovate and thrive in the exhibition industry.

### **Education**

***Southwest Missouri State University - MBA***

***Southern Illinois University - BS – Marketing***

### **Awards & Achievements**

- 2020 Inc. Female Founders 100
- 2016 Most Innovative Business Leader - AI Magazine
- 2016 Best US Exhibit Design & Fabrication Company - AI Magazine
- 2011 Outstanding Woman You Should Know - Illini Radio
- 2009 Inspiring Woman Alumna Achievement Award - SIU
- 2009 Inc. 5000
- 2007 Inc. 5000
- 2000 Inc. 500

- External Advisory Board of the SIU College of Business Administration
- SIU Hall of Fame for the College of Business Administration, chair 2014-2016
- Longevity Through Innovation Award - Champaign County EDC
- Champaign County EDC Board, Chair of the Small Business Development Center Committee

### **Press & Publications**

- [Wild Business Growth Podcast #116: Museum Experience Mogul, Founder of Taylor Studios, October 2020](#)
- [Her Business Builds 3-D Experiences for the World's Museums, 2020](#)
- [Leaving a Memorable Impression, Parks and Recreation Magazine, 2017](#)
- [The "Wow" Factor, Parks and Recreation Magazine, 2017](#)
- [What resources should small business owners be reading? Kabbage, 2017](#)
- [Why I Love My Business, Creativeclickmedia, 2017](#)
- [How To: Break Up with Your Business Partner, Success Magazine, 2015](#)
- [Entrepreneurs Have More Fun with Betty Brennan, Entrepreneur Podcast Network, 2015](#)
- [39 Hiring Tips From the Pros, FitSmallBusiness, 2015](#)
- [Made in Champaign County, Central Illinois Business, 2014](#)
- [Innovation Awards Honor Those Foolish Enough to Try, News Gazette, 2012](#)
- [I'm a Museum Person: Betty Brennan, Museumist, 2011](#)
- [Exhibit Designers for the Lincoln Heritage Museum, Civil War Talk Radio](#)