Walter (Wally) M. Lee III has been President of the country's second largest chamber of commerce, the 4,200 member Jacksonville Regional Chamber of Commerce since November 1989. Lee is a key figure in the Jacksonville community at large. Under his leadership, the Chamber has effectively addressed complex community issues while establishing a reputation for offering high value membership programs and services.

Under Lee's leadership, the Chamber has assumed an ever-increasing role of thought leadership, raising the bar on diversity efforts in the business community in the Northeast Florida region. Recognizing the importance of small, minority and women-owned businesses, Lee collaborated with appropriate organizations to create the highly acclaimed Small Business Center, unique in the United States. Less than a decade later he was involved in establishing the Women's Business Center to facilitate the growth of Women Owned Businesses. In Jacksonville membership has increased almost 70% and the budget has more than tripled.

Under Lee's direction, the Chamber as played a significant role in community leadership. For example, in 1993, the Chamber helped facilitate the sale of $75 million of Club Seats in just 10 days for a prospective NFL franchise, leading the League to choose Jacksonville as the site of the Jaguars. In the mid '90's the Chamber was the catalyst for the creation of a vehicle to market the entire Northeast Florida region to economic development prospects. The Chamber had previously been the marketing arm for only Duval County.

In economic development, he has provided leadership in targeting industries and high wage jobs. In public education, Lee helped lead an initiative in which the Chamber created a series of Success Measures by which the progress of the public school system can be gauged and helped formulate the “It's UnCool to Miss School” campaign to encourage first-day of school enrollment. During the program’s tenure first day absenteeism dropped from 9000 students to fewer than 1000. Lee also helped establish Career Academies in local high schools. Additionally, the Chamber’s government advocacy efforts have resulted in prioritized state and federal advocacy agendas that are readily accessible to appropriate lawmakers. This has resulted in significant achievements on behalf of the business community.

The Jacksonville Regional Chamber of Commerce was recognized as the Chamber of Commerce of the Year in 1999 by the Florida Chamber of Commerce Executives (FCCE) and is currently recognized as one of the most effective organizations of its kind in the United States.

Lee presently serves on numerous Jacksonville community and professional boards. He has been involved in numerous non-profit organizations including Leadership Jacksonville, Habijax, Edward Waters College, Jacksonville Symphony, JCCI, UNF Coggin College of Business Advisory Board, the Arthritis Foundation, the North Florida Leukemia/Lymphoma Society, the Gator Bowl Association and Leadership Florida. Lee, a past board member of the American Association of Chamber Executives (ACCE), is presently serving as Immediate Past Chairman of the Florida Association of Chamber Professionals (FACP).

Lee and his wife, Alyson, reside in Glen Keman Golf and Country Club.