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**FOR IMMEDIATE RELEASE**

## Valley Leadership Names Jo Pullen Vice President

**Phoenix, AZ – April 27, 2015** – Valley Leadership, the region's premier leadership organization, announced today that Jo Pullen will join the staff as Vice President of the organization.

VL President and CEO, Christy Moore said of Pullen's hiring, "She brings a wealth of leadership programming and development to this newly created position overseeing every aspect of VL's commitment to provide meaningful programming that accelerates the pursuits of proven leaders in our community."

Pullen brings nearly 15 years of experience in increasingly responsible roles within the local business community. In her most recent position, Pullen managed, planned, and executed more than 50 annual programs for the *Phoenix Business Journal*—including signature awards, alumni, private, and custom programs. During her time at the Journal, Pullen contributed to a companywide 400% increase in program revenue—through sponsorship development and expense management. She has received several awards throughout her career, including the prestigious American City Business Journals' American Eagle Award for Excellence—a national award honoring positive impact to the organization's bottom line.

Gregory Ensell, VL Board President, "We view Pullen's appointment as a sign of our commitment to continuously elevate Valley Leadership's impact, maintaining our position as the premier leadership organization throughout the state, and southwest region."

Her experience is enhanced by her Bachelor's degree in Communications, with an emphasis on Public Relations, from Westminster College in Salt Lake City, UT. And, she will graduate, in June, from the current Leadership Institute class—VL's flagship program empowering proven leaders to advance their passions and accelerate their pursuits.

"I'm thrilled to continue working towards my passion of connecting, informing, and contributing to the success of individuals and organizations throughout Arizona," said Pullen about the new post.

As Vice President, Pullen is responsible for the overall leadership of operations for the organization—including program management, fund development, and operations. She will report to the organization's President and CEO.

### **ABOUT VALLEY LEADERSHIP**

*As the Valley's premier leadership organization, Valley Leadership boasts a proven and long-standing track record of making deep impacts on the community.*

*Our roots date back to the late 1970s when a group of Valley visionaries recognized the need to identify and develop the next generation of leadership. Our founders imagined an annual succession of educated change agents dedicated to the best possible future for our region.*

*Almost 40 years later, this vision has produced nearly 2,000 alumni. Through high quality education, unprecedented access and an innovative network, Valley Leadership goes beyond traditional leadership programs by empowering already proven leaders to advance their passions and accelerate their pursuits.*