



Jolinda Lee Pullen
Phoenix, Arizona

A history of connecting business leaders, creating quality content, and helping organizations prosper.

A native to Scottsdale, Arizona, Pullen is an award-winning business executive with more than 15 years of experience developing and executing all aspects of strategic campaigns.

She most recently served as Vice President for Valley Leadership, the region's premier leadership development organization. In that role, Pullen was responsible for the organization's program management, fund development, and business operations. Within the first year, she helped the organization secure, through a competitive bid process, to host the Association of Leadership Programs National Conference in 2017. She also led the onboarding of the largest Valley Leadership Institute Class in 37 years, consisting of 58 proven Arizona leaders. And, managed the pilot, approval, funding, and launch of a new program designed for emerging leaders seeking to plug-in to the community and advance their tactical leadership skills—Valley Leadership Advance. The new program aims to retain top emerging talent, while contributing a 5% increase to organization's revenue.

Prior to Valley Leadership, Pullen designed and executed more than 50 annual programs for the *Phoenix Business Journal*—including signature awards, alumni, private, and custom programs designed to meet the needs of the business community. Under her leadership, there was a 400% increase in program revenue—through sponsorship development, community partner connections, 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.

Her experience includes a host of business-to-business strategic communications management, public relations and entertainment publicity for 7 major motion picture studios, grassroots campaigns for both private and public agencies, and event management. Pullen earned a Bachelor's degree in Communications, with an emphasis in Public Relations, from Westminster College in Salt Lake City, UT. She is a Certified Emergenetics Associate by Emergenetics International and a graduate of Valley Leadership Institute Class 36. She serves as a founding Board member for Heroes for Students, a local organization that works to rally the community around schools. She's also a member of the Multicultural Advisory Board for ONE Community, an organization dedicated to diversity and inclusion. Pullen resides in Central Phoenix with her husband, Mike, and son, Mason.