



**Christie Silverstein, APR**  
**Director of Marketing & Public Relations**

As director of marketing and public relations, Christie Silverstein directs and manages all aspects of Valley Forward Association's marketing and communications efforts, including overseeing media relations, social media outreach, collateral production and general public relations activities. As an accredited public relations professional with eight years of agency experience, she has worked with a myriad of clients across a variety of industries including higher education, not-for-profit, real estate, healthcare, travel/tourism and sports/entertainment.

Silverstein previously worked as a public relations account supervisor at Cramer-Krasselt, the second-largest independent marketing and communications agency in the U.S. She facilitated several sustainable and environmental campaigns for the agency's clients, from Apollo Group's internal Go Green Challenge to SRP's water awareness program. Additionally, she worked closely with University of Phoenix and SRP in 2009 to announce the state's largest corporate renewable energy credit purchase. Prior to moving to the Valley in 2007, Silverstein worked in Miami, Fla., as an account director for rbb Public Relations where she was the main client contact for several key accounts, including Johnson & Wales University, Big Brothers Big Sisters of Greater Miami, Florida Marlins and National Parkinson Foundation.

Silverstein is currently serving as president-elect of the Phoenix Chapter of Public Relations Society of America and obtained her Bachelor of Science in Communications from Florida International University, graduating magna cum laude.

Silverstein moved to Phoenix in 2007 and loves that there is so much to explore in Arizona. Since she is literally allergic to cold temperatures, she can not get enough of the desert heat. Her favorite part about her job is that she gets to do something that she is passionate about and actually make a difference.

Some of her favorite things are the beach, scuba diving, exploring Arizona, traveling, pizza, sushi, jogging with her dog Chloe, reading and dancing.