



Jhenifer Krutz
Director of Membership

As director of membership, Jhenifer Krutz is responsible for membership recruitment and retention, as well as being actively involved in the community to spread the word about Valley Forward Association via grassroots efforts, such as hosting informational booths at events. In addition she manages the Networking & Connections Committee which facilitates member mixers, Green Up cleanup efforts and member value driven activities.

Krutz started her career in customer service and has held such jobs as concierge at a major resort, manager at a local coffee roastery and account executive at a graphic design studio. Most recently, she worked in restaurant management, where she honed her dynamic professional and relationship-building skills while serving as manager, opening manager and general manager for three RA Sushi Bar locations in the Southwest. Krutz is a graduate of the college of life, completing her real world education with highest honors.

She is extremely active within local organizations and currently serves on the Local First Arizona Shift Arizona and Fall Festival Committees and the Keep Phoenix Beautiful Great American Clean Up Committee. She was a Corporate Challenge Site Leader in 2010 at the Rio Salado Habitat and in 2011 at Papago Park. Additionally, she was recently honored with 2011 Volunteer of the Year Award from Keep Phoenix Beautiful.

A few of Krutz's favorite things about living in the Valley are the natural desert landscape and warm climate. Valley Forward is not just a job for her, but a passion. She is committed to our region and the growth and opportunities that lie ahead via sustainable methods. She supports local businesses daily and seeks to better our community, one connection and relationship at a time. The most enjoyable aspects of her job are meeting new people, helping them get involved in Valley Forward and making the most of their membership.

Some of her favorite things include her social festivities with friends, local restaurants and coffee shops, free standing buildings and real estate, live music and hikes in our very own backyard at South Mountain and the Phoenix Mountain Preserve.