

**Jenn Daniels**  
CEO, Horizon Strategies

Jenn Daniels is an expert in navigating the nuances and complexities of municipal government. She served in elected leadership for over a decade, as a Council Member, Vice-Mayor and the Mayor of Gilbert, Arizona. Under her visionary direction, Gilbert thrived as a national model, becoming one of America's most vibrant cities - earning multiple national awards, including the Most Prosperous City in America, Most Livable City and Second Safest City. As Mayor, she led the Town's "City of the Future" initiative, which was focused on evolving local government in the areas of fiscal responsibility, infrastructure and community prosperity through innovation and creating a 'smart cities plus' concept. During Jenn's tenure, the Town implemented advisory groups including Advancing Education in Gilbert, ONE Gilbert and the Executive Advisory Committee to ensure citizens from every cohort had a voice and could engage in dialogue with town leaders. Jenn led the Town to earn AAA bond ratings from all three rating agencies, open three new parks, and transform the Heritage District into a regional destination with some of the best restaurants in Arizona. This was achieved while remaining the safest community in the state with the lowest cost of service in the metro Phoenix area. As Mayor, Jenn was able to weave fiscal discipline, extraordinary community building, and a focus on constituent services to build a place where people coveted living, raising their families and opening their businesses. She credits her ability to make this all happen to the great people and staff of Gilbert and the acrobatic agility required to simultaneously run a successful small business, be a mom of four, run a household on a limited budget and be an elected servant leader.

Jenn's public and private sector experience spans a broad spectrum of responsibilities. She has a deep understanding of critical infrastructure, transportation planning and policy, land use, municipal procedure and process including procurement, economic development strategies, zoning, master planning and constituent management. Her background has given her the opportunity to hone expertise in strategic and crisis communications, political strategy and policy analysis. She brings a wealth of practical knowledge to get things done and an extensive network to help clients achieve their desired outcomes. The combination of her capabilities and competencies enhance any approach developed to achieve client goals. Jenn's sharp mind, collaborative technique to problem-solving and infectious enthusiasm gives clients an invaluable competitive advantage required to navigate some of today's most challenging circumstances. Her mastery of the subject matter and clear communication style allows for client teams to avoid the common trap of misunderstandings and incorrect assumptions that not only cost time and money, but can also lead to disappointing outcomes.

Jenn is a commonly recruited figure for continued public service on regional and national boards and committees, and she has served on the Maricopa Association of Governments

Regional Council, Regional Transportation Policy Committee, Greater Phoenix Economic Council, League of Cities and Towns Executive Committee, and Bloomberg Harvard City Leadership Initiative. In 2020, she was appointed by Governor Doug Ducey to a six-year term on the State Transportation Board. She also currently serves on the Women United Steering Committee and sits on the Board of the Arizona Commerce Authority. Jenn is a Rodel Fellow for the Aspen Institute, a Senior Housing Fellow for the Common Sense Institute and co-author of “Housing Innovation in Arizona: Opening the Door to Arizona’s Housing Future”, a strategically transformative approach to Arizona housing availability and affordability. In 2020, Jenn was named as an Arizona Capitol Times “Leader of the Year.”

Jenn believes her true talent is her innate love of people and ability to organize anything - literally anything. She is one of those envied people that have their garage, pantry, junk drawer, closet and sock drawer beautifully arranged in a practical, easy to use way. She laments that her four kids keep getting older while she is unsuccessfully working on reverse-aging (perhaps the only area where she has not excelled). She does not have a lot of unallocated time because she chooses to be building Horizon Strategies with her awesome team or raising really cool humans. She loves to hike, bake delicious treats and be out and about in Arizona, always preferably, with friends and family.