



FIELD SALES REPRESENTATIVE

A B O U T

Valerie Ruiz, a native of Chicago Illinois, began her cheer career at the early age of twelve cheering throughout middle and high school. In 2005, while attending college at DePaul University as a student-athlete and team captain, Ruiz was certain that cheerleading was her passion. Shortly after graduation, she began coaching at Loyola University Chicago as head coach from 2011-12 followed by two seasons at Chicago State University as head cheer coach from 2013-15. After her stint at CSU, Valerie had the opportunity to return to her alma mater where you will now find her entering into her 7th season leading the Blue Demon Cheerleaders at DePaul University. Valerie is ecstatic to work with Nfinity and looks forward to providing female athletes with high-performing products designed specifically for women!

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