

“Sally Jones”

(Pseudonyms used for privacy)



Long Bio

300-500 words. Use within formal or in-depth settings, such as press releases and award applications.

Sally Jones epitomizes the spirit of entrepreneurship and the power of familial bonds. From her early days working alongside her father, Jim Jones, to becoming a pivotal figure in Denver’s culinary scene, Sally’s journey is a testament to her unwavering dedication and passion for serving diners, businesses, and dogs.

Sally, a native of Denver, Colorado, showcased her ambition from a young age. At 13, she plunged into business, immersing herself in real estate operations at JonesHayes and various roles at her father’s restaurants. These early experiences laid the groundwork for her innovative thinking as Sally mastered the intricacies of hospitality, public relations, and brand development.

In 2001, Sally made a significant career pivot, temporarily stepping away from real estate to embark on a new venture in the familiar restaurant industry. Teaming up with her father and partners Steve F. and Charlie H., Sally opened her first restaurant in Cherry Creek, marking the start of a series of successful culinary endeavors. Sally and her father formed the Jones Restaurant Group and introduced beloved restaurant concepts like W, X, Y, and Z in Cherry Creek. In 2009, Sally co-founded X restaurant, a venture that quickly gained widespread acclaim. Following her self-starter mentality, Sally also established Sally Jones Enterprises, a consulting firm that’s helped over 100 clients untangle the complexities of the restaurant industry.

After 22 years in restaurants, Sally answered the call to return to her family’s business, The Jones Group, a new commercial construction fee development company. Sally assumed the role of Principal Managing Partner, overseeing business development and client relationship management for the company, which was started by her father and her husband. Despite her father's passing in early 2024, Sally remains committed to upholding his legacy, working alongside her husband, Ben, to continue powering Jones entities.

Beyond her professional pursuits, Sally's devotion to her family and her community is unparalleled. As a proud mother of three children, seven dogs, and one Russian tortoise, she finds joy in nurturing loved ones and making a difference in the lives of others. Sally's passion for animal welfare led her to co-found X Sanctuary in 2019, where she plays a critical role in its growth and development. In her current role as Co-Founder and Community Outreach and Brand Manager, Sally's leadership skills and expertise in marketing and communications ensure that PSDS remains at the forefront of animal welfare initiatives in Denver. Sally also serves on the Board of Directors at X Sanctuary and Firefly Autism, celebrating the lives of individuals on the autism spectrum.

Additionally, Sally is the Chief Marketing Officer at X Farms, providing efficient Gourmet Mushroom Farms to restaurants and other businesses that need quick, easy, and scalable mushroom production.

Sally Jones has opened over 15 restaurants in total. Whether shaping Denver's culinary landscape or advocating for animal welfare, her impact is felt far and wide, leaving an indelible mark on her community and beyond.

Medium Bio

300-150 words. Use on personal websites, blogs, or online portfolios.

Sally Jones embodies the essence of entrepreneurship and the strength of familial bonds. Hailing from Denver, Colorado, her journey began by her father's side, where she learned the ropes of real estate at JonesHayes and immersed herself in the operations of his restaurants. These early experiences instilled a profound understanding of hospitality, public relations, and brand development.

In 2001, Sally leaped into the restaurant industry, co-founding her first eatery in Cherry Creek alongside her father and partners. This began a string of successful ventures under the Jones Restaurant Group banner, including X, Y, and Z, which garnered widespread acclaim.

Driven by her entrepreneurial spirit, Sally established Sally Jones Enterprises, offering consulting services to help clients navigate the complexities of the restaurant industry. After 22 years in the culinary world, Sally transitioned back to her family's construction fee development company, The Jones Group, where she serves as Principal Managing Partner, carrying forward her father's vision alongside her husband, Ben.

Beyond her professional endeavors, Sally's commitment to family and community shines through. As a mother to three children, seven dogs, and one Russian tortoise, Sally is also the Co-Founder X Sanctuary, leveraging her expertise in marketing and communications to propel its growth and impact in Denver. Sally serves on the Board of Directors for X Sanctuary and Firefly Autism, supporting causes close to her heart.

As Chief Marketing Officer at X Farms, Sally continues to innovate, providing efficient gourmet mushroom solutions to businesses. With over 25 restaurant openings, Sally Jones's influence extends far beyond the culinary sphere, leaving a lasting impression on her community and beyond through her unwavering passion and dedication.

Short Bio

75-150 words. Use on social media profiles, email signatures, or speaker introductions.

Sally Jones embodies entrepreneurship and familial ties, starting her professional journey alongside her father, Jim Jones. Her innovative mind and dedication are unparalleled – from mastering real estate operations and shaping Denver's culinary scene to supporting people and animals in need. After starting Jones Restaurant Group with her father in 2001, they opened over 15 restaurants, including X and Y. She later established Sally Jones Enterprises, providing consulting services throughout the restaurant industry, before returning to her family's business in 2023. As The Jones Group's Principal Managing Partner, Sally oversees business development and fulfills X Farms' Chief Marketing Officer role. Beyond her professional pursuits, Sally co-founded X Sanctuary and serves on the Board of Directors for X Sanctuary and Firefly Autism.