

CJ Devries

Owner

GR Now



CJ's passion and expertise is uniting community through music, food, art, events, business and beyond. Her venture, GRNow, offers the perfect platform to connect businesses, events and brands directly with locals hungry for adventure...or an awesome meal!

When not pounding pavement to bring Grand Rapidsians the first, best updates on local haps, CJ balances time between GRNow and her PR-powerhouse shop, Innovative Social Exchange MKTG (ISE). Since 2009, ISE specializes in promotional staffing, digital and content marketing, event production and more, with partners like Live Nation, Jose Cuervo and Proximo.

Giving back plays a central role in CJ's life and business; she loves supporting Kitchen Sage, Friends and Families of Cystic Fibrosis and Crash's Landing and serves on Friends of GR Parks' Development Committee, Salvation Army Advisor Committee, and United Way Advisor Committee. She also supports organization such as Grand Rapids Area Black Businesses and She Rides Her Own Way.

CJ DeVries is an award-winning chili cook-off cuisine, top 3 2018 Emerging Leaders by West Michigan Women's Brilliance Awards, collector of hats, motorcycle maven, proud champion of equality and empowering women (#WomanUp) and the devoted wife of husband, Jason.