



## DAVID RALLS

President, Commit Agency

For David Ralls, it's all about family and paying it forward.

Ralls started his advertising and marketing firm, Commit Agency, 21 years ago with his stepmother and mentor, Elaine Ralls. It has grown into one of the largest and most influential agencies in the Valley, garnering a number of accolades over the years including the Chandler Chamber of Commerce's 2017 Business of the Year.

"I wanted to be in a business that allowed me to help other businesses," David says. "By far the most rewarding thing I do is working with my talented team to make a meaningful difference in support of our clients' success."

But more than work interests him. Personally, Ralls dedicates time and resources to various community organizations like ICAN, Chandler Compadres, the Boys and Girls Clubs of Metropolitan Phoenix and others. Additionally, his agency supports numerous projects that benefit Chandler nonprofits.

Ralls and his wife, Deborah, moved to Chandler in 2000, searching for a city that was comprised of great schools and neighborhoods that were true communities. They were so pleased that Ralls moved Commit to downtown Chandler in 2015.

The Ralls have two sons, William, 13 and Jackson, 10. By being selfless community contributors, Ralls wants his and his wife's examples to have a lasting impact on their children.

"Speaking from experience, life is a lot more fulfilling when you live a life of service to your community," he says. "As a father of two boys, it is important to me that they learn that giving is more rewarding than receiving. My hope is that they lead their life with a commitment to serving their community and they pass that spirit of service on to their children. That would be a great legacy to leave." —GY

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