A blue and white logo

Description automatically generated

Darren Prince

Darren Prince grew up in the Hurricane Valley, where he discovered a love for sports and the outdoors. As a kid, he helped the family business that contracted artificially inseminating turkeys, which taught him hard work and the desire to aim higher—something that later fueled his wrestling passion. Darren coached and fundraised for wrestling and led Hurricane High’s Booster Club from 2016 to 2022. He served as an X-ray technician in the US Army Reserve during Operation Desert Storm and went on a mission to Quezon City, Philippines. Darren graduated from Dixie State University with a degree in Communications. He married Angie in 1994, and they raised six kids between Camp Verde, Arizona, and the Hurricane Valley. Darren is a true entrepreneur, starting businesses in treatment centers and land development. He’s served on the board of NATSAP and is currently on the board for Techie For Life. He’s also the Executive Director of the SoUtah Economic Alliance and a La Verkin City Council member. In his downtime, Darren loves hanging with his family, exploring the outdoors, and traveling. With his wide-ranging experiences and entrepreneurial drive, Darren is a great addition to the Economic Development family here in Southern Utah.