

Divinity Event Productions Welcomes Jenni Thye as Director of Sales & Events

New role supports continued growth and presence across the Southwest for Divinity Event Productions and Prim Event Rentals by Divinity.

GLENDAL, AZ, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- [Divinity Event Productions](#), an Arizona-based full-service event production company, is proud to welcome Jenni Thye as its new Director of Sales & Events, effective August 2026. In her new role, Thye will lead event and sales strategy across both [Divinity Event Productions](#) and its luxury event rental division, [Prim Event Rentals by Divinity](#). This newly appointed role supports the company's combined growth throughout Arizona and the greater Southwest.

"We are incredibly excited to welcome Jenni to the Divinity team. What stood out to us most was not only her talent and proven track record, but also her vision for what is possible and genuine passion. She understands how to create experiences that are both creatively exceptional and strategically impactful. Her leadership will strengthen our sales and creative teams while elevating the way we serve our clients. We are confident that her expertise and passion will play a significant role in the next chapter of Divinity's growth, and we



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Divinity
Event Productions

Divinity Event Productions

are blessed to have her on board.” -
Melissa Weihert, COO, Divinity

Jenni Thye brings more than 20 years of experience as an award-winning wedding and event planner to her role as Director of Sales & Events at Divinity. Since 2002, she has traveled the world designing and producing high-end, high-touch events for discerning clients, drawing inspiration from each destination and translating it into experiences that feel both effortless and deeply personal. Her work has earned her recognition from industry experts, leading industry publications, and client-voted lists alike - a rare trifecta that speaks to her character as much as her craft. Known for her calm under pressure and instinct for creative problem-solving, she has earned the trust of top-tier clients, vendors, and industry peers, and remains a devoted mentor to the next generation of event professionals.

PRIM

EVENT RENTALS

BY

Divinity

Prim Event Rentals by Divinity

A true Arizona native, Jenni earned her undergraduate degree summa cum laude from the University of Arizona before completing her master’s degree at Arizona State University. Her love of family and celebrating everything in a big way brought her to the event industry, and she brings that same love to every client experience. Today she is a devoted wife of nearly 25 years to her college sweetheart and mother to three children who keep her busy with theater, volleyball, baseball, and band. An avid traveler, she and her family consistently chase new sources of inspiration - architecture, cuisine, music, fashion, and culture - that continue to inform her work at the highest level of the industry.

“

Jenni brings an exceptional reputation within the industry, along with a depth of experience and creativity that will be invaluable as we continue to grow the Divinity brand.”

Melissa Weihert, COO, Divinity

“As I step into the role of Creative Director of Sales & Events, I look forward to bringing my signature blend of vision, warmth, and execution to new creative endeavors.” - Jenni Thye

About Divinity Event Productions:

Divinity Event Productions is a full-service event production company based in Phoenix, Arizona, specializing in transforming spaces and bringing extraordinary events to life. From weddings and private celebrations to corporate events and large-scale productions, Divinity combines creative vision with technical expertise to deliver impactful experiences.

Their capabilities include lighting, audiovisual production, custom structures, draping, linens, staging, dance floors, custom vinyl designs, LED technology, specialty rentals, and more. With an extensive in-house inventory and experienced production team, Divinity takes events from concept through execution while providing a seamless experience for our clients and creative partners.

Serving Arizona and destinations throughout the Southwest, Divinity Event Productions is known for innovative solutions, attention to detail, and the ability to completely reimagine a space. Whether creating an intimate atmosphere or producing a large-scale immersive experience, their goal is always the same: exceptional production, unforgettable environments, and events that feel anything but ordinary.

About Prim Event Rentals by Divinity:

Prim Event Rentals by Divinity specializes in high-end event rentals in Arizona and throughout the Southwest, offering a thoughtfully curated collection designed to elevate weddings, corporate events, and private celebrations. Prim's inventory features luxury lounge furniture, modern guest seating, custom bars, and specialty event rental pieces that transform venues into unforgettable moments. Collaborating closely with event planners, venues, and creative teams, Prim consistently delivers exceptional rental pieces and spatial design guidance that enhances the overall aesthetic and flow of every event they touch.

As a minority-owned event rental company based in Arizona, Prim Event Rentals is proud to serve clients throughout Phoenix, Scottsdale, Sedona, Tucson, and destination locations across the Southwest and Southern California.

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