



FOR IMMEDIATE RELEASE:

Media Contact:

ShanRae Hawkins, shanrae@hellostingray.com, 541-390-6411

City of Prineville Announces New Police Chief

See attached photo of Jeff Profio.

(PRINEVILLE, Ore)— The City of Prineville is pleased to announce the appointment of Jeff Profio as the new Chief of Police, effective November 18. With over 29 years of law enforcement experience, Profio has spent his career dedicated to serving the public and keeping communities safe.

Jeff Profio began his career as a police officer with the San Jose Police Department in California, where he advanced through the ranks over 24 years. In his leadership roles, he served as a team leader for the SWAT Team, sergeant of the fugitive apprehension team, and commander of special operations teams, including SWAT, bomb squad, canine, and traffic enforcement. He was instrumental in developing department-wide training in procedural justice and implicit bias, cultivating a culture of excellence and accountability.

Profio also served on the San Jose Police Department Chaplaincy board of directors for approximately six years, where he helped provide direction and conducted fundraising events for the program.

Currently, Jeff serves as the second-in-command of a small agency, overseeing day-to-day operations and building a cohesive team. He has been a POST Master Instructor since 2005, a designation awarded by the state's Peace Officer Standards and Training (POST) program, which oversees the training and certification of law enforcement personnel. In this capacity, he has facilitated POST-certified courses that emphasize team building and principled policing, which will be foundational for the Prineville Police Department.



Before entering law enforcement, Jeff worked for five years at the YMCA, where he integrated team building into youth programs. He has since developed and led workshops for non-profits, law enforcement agencies, and the private sector, focusing on a collaborative and human-centered approach to team dynamics.

“Jeff Profio’s extensive experience as a master instructor and his dedication to mentoring and coaching make him an ideal fit for the Prineville Police Department,” said Steve Forrester, City Manager of Prineville. “His accomplishments in building high-performing teams will be instrumental in shaping the future of our department.”

The selection process for the new chief included a national search conducted in collaboration with a third-party firm, as well as community meet-and-greets and interviews with panels of regional public safety professionals, community leaders, and members of the Prineville Police Department.

“We are excited to welcome Jeff Profio as our new Chief of Police,” Forrester added. “We look forward to the positive impact he will have on our police department and the community as a whole.”

###

About the City of Prineville:

Located east of the Cascade Mountains in Oregon’s high desert, the City of Prineville is a resurgent rural community that has preserved its small-town, ranching roots and Western lifestyle while embracing smart growth in a business-friendly environment. With a population of just over 10,000 residents, the county seat of Crook County attracts a diversity of business and lifestyle interests, including tech giants Meta and Apple, recreational enthusiasts, and a thriving agricultural industry. Incorporated in 1880, the City of Prineville operates the oldest continuously running municipal short-line railway in the U.S. and features a public golf course. Prineville boasts numerous recreational assets, including the Ochoco National Forest and the Crooked River, making it a popular destination for anglers and hunters. For more information on City services and programs visit cityofprineville.com.