

Jessica Flynn

Red Sky PR CEO Jessica Flynn identifies herself as an 'accidental entrepreneur', embarking on her journey to co-found Red Sky after a career in journalism and a stint leading global communications for an all-season resort. With a belief that all things are possible if you work hard enough, constantly embrace challenges and surround yourself with talented partners, colleagues and clients - she is proud to have helped grown Red Sky to be Idaho's largest public relations agency and one of the fastest growing in the country.

Jessica's strengths lie in her journalism roots, which enable her to ask the tough questions, seek creative solutions to communication challenges and incorporate multi-media and social elements into highly successful public relations campaigns on behalf of clients large and small, local and global.

In addition to her day-to-day operations responsibilities, Jessica also provides strategy and leadership on Red Sky's Technology, Food & Beverage and Tourism & Hospitality clients. She is recognized as a specialist regionally in utilizing social media opportunities, and has developed and implemented social media programming and training on behalf of J.A. Kathryn Albertson Foundation, Tucanos Brazilian Grill, Idaho Department of Commerce, College of Western Idaho, SUPERVALU and Avery Dennison

Prior to jumping into the entrepreneurial pool with Red Sky, Flynn was the first Communications Manager for Idaho's Tamarack Resort, responsible for a global public relations effort to promote the destination resort. Her role included providing strategic counsel to senior management for crisis communications, public affairs, and internal communications initiatives.

A graduate of the University of Texas at Austin, she holds a degree in Broadcast Journalism and worked as a news producer and executive producer in Boise, Austin, and Pittsburgh, where she was honored with an Emmy. She is a board member of Kickstand and the Public Relations Society of America – Idaho Chapter, Chairman of Boise's Visual Arts Advisory Committee, a multi-award winning member of the Idaho Press Club, a recipient of the Idaho Business Review's "Woman of the Year" and "Accomplished Under 40" awards, BYP's Young Entrepreneur of the Year for 2010 and one of the Idaho Business Review's CEOs of Influence for 2011.