

PIRIE JONES GROSSMAN

Through events that might appear accidental, panelist Pirie Jones Grossman has evolved into the kind of woman she interviewed while working for the ABC show “Every Woman” early in her television career. In short, she went from being a woman curious about other women in top positions to a woman of passion with a focused and unshakeable vision of her own.

A South Texas native who graduated from Oral Roberts University in business and marketing, Grossman moved to Los Angeles to work in the entertainment industry. As a host of E! Entertainment Television, she traveled the world for seven years interviewing actors, producers and directors on movie sets. Later, she created a business called “High Heels and Loafers” with two women friends. They represented various high end beauty product lines that were marketed through infomercials. Her career shifted when she moved to Sun Valley, Idaho, to take a year off, met her husband Jim Grossman, and had her son Buey, 7, and daughter Saba, 5.

An apparently chance connection with Ketchum, Idaho, resident Kiril Sokoloff, organizer of His Holiness the 14th Dalai Lama’s visit to Sun Valley in 2005, led her into event production and the concept of following her dream. When her husband suggested they should bring the Special Olympics World Winter Games to Idaho in 2009, neither of them blinked. Grossman says she’s learned being “in service” to others is the greatest way to live, something the women she admired and interviewed on “Every Woman” stood for all those years ago when she started her career in Los Angeles.