

PR Masters Series Podcast, Episode #28 – Lynn Casey



Overview

[The Stevens Group](#) has been presenting the [PR Masters Series Podcast](#) for almost two years now. This series is part of the ongoing partnership between The Stevens Group and CommPRO to bring to [PR](#), digital/interactive and marketing communications agencies the wisdom of those who have reached the top of the PR profession. Today's special guest is [Lynn Casey](#).



About Our Guest

Lynn retired from Padilla at the end of 2019 following 18 years leading the employee-owned firm through multiple acquisitions and, in 2018, a sale to Canadian-based AVENIR GLOBAL. Prior to joining a predecessor agency in 1983, she was

marketing communications manager for Burlington Northern (now BNSF) and developed Minnesota's first public relations campaign for foster care home recruitment.

Active in the communication sector at a national level, she has chaired PRSA's Counselors Academy, served on the board of the Council of Public Relations Firms, and serves on the board of the Arthur Page Society. She has served on and chaired numerous nonprofit boards in Padilla's headquarters community of Minneapolis. Corporate board service includes a Fortune 300 electric utility and two private companies.

Lynn was named Woman Business Executive of the Year by the Minneapolis St. Paul Business Journal in 2011, was inducted into the Junior Achievement Hall of Fame in 2011 and into the Minnesota Business Hall of Fame in 2014, and was named to the PR Week Hall of Fame in 2018.