



# LESSING FLYNN

PRESS RELEASE • For Immediate Release

## Lessing-Flynn Names Jessica Held Executive Vice-President of Client Services



**Des Moines, Iowa** – Lessing-Flynn, a marketing communications firm based in Des Moines, Iowa, has named Jessica Held Executive Vice President of Client Services. Held was previously the Marketing Communications Manager at Vermeer Corporation in Pella, Iowa. A graduate from Central College, she also founded Studio 104, a design and advertising firm located in Pella.

**Held brings an extensive marketing background** to the firm – including experience in advertising, public/media relations, event planning, strategic marketing planning and product launch marketing. In her new role with Lessing-Flynn, Held will develop and implement branding, marketing and public relations strategies for Lessing-Flynn clients.

**Founded in 1907**, Lessing-Flynn is one of the oldest advertising agencies in the U.S. Lessing-Flynn's current marketing communications efforts can be seen in a broad base of industries, including manufacturing, agriculture, financial, healthcare and construction. More information about Lessing-Flynn can be found on the company's website at [www.lessingflynn.com](http://www.lessingflynn.com) or via e-mail at [info@lessingflynn.com](mailto:info@lessingflynn.com).

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