



REDFLASH GROUP MOURNS THE PASSING OF FOUNDING PARTNER

Public Safety Strategic Consulting Firm Honors Life & Impact of Jacob Knight

FOR IMMEDIATE RELEASE

CARLSBAD, Calif – Wednesday, November 19, 2025

It is with profound sadness and heavy hearts that the RedFlash Group announces the loss of a cherished friend and colleague in Founding Partner Jacob Knight. Jake passed away on Thursday, November 13, 2025—surrounded by his beloved family—following a brief and unexpected illness.

Knight co-founded the RedFlash Group with Partner Emeritus [Keith Griffiths](#) 25 years ago, building a firm that would become a leader in public safety marketing & communications, and a catalyst to drive and improve public safety by working with key stakeholder organizations.

“RedFlash has the great honor of supporting the selfless people of 911 and public safety, and the organizations that serve them,” said [Jeff Berend](#), RedFlash Partner. “Jake cared deeply about this industry, and the work we do was a source of pride and motivation for him. As we honor his legacy, we forge ahead with the same purpose he lived every day, ensuring that RedFlash, our clients, and public safety communities continue to meet their mission every day.”

RedFlash clients know Jake as a master strategist. His systematic approach to consulting has generated results for 911 and public safety organizations ranging from small start-ups to large corporations, nonprofits and government agencies serving healthcare and public safety. In addition to outreach projects and research, Jake has advised dozens of organizations on mergers, acquisitions and valuations; business plans; start-up analysis; and strategic planning.

His valuable contributions to client efforts helped communities improve cardiac arrest response, implement Next Generation 911 technologies, make connections between advanced crash notification and 911 centers, and foster new technology development for emergency responders.

“For more than 15 years, Jake was much more than a professional colleague who supported the National Highway Traffic Safety Administration’s 911 Program,” said Laurie Flaherty, former Coordinator. “He was a trusted friend whose strategic imagination, humor and kindness shaped every project he touched. His gift was not just in communicating the importance of 911, but in focusing on why the work matters, and lifting up the people who are behind it. I will always be grateful to have known him.”

Before founding the RedFlash Group, Jake launched and published a line of extreme sporting magazines through World’s Ocean Media. He is survived by his wife of 30 years, Shandra, and their two sons, Carter and Coby. Jake was a runner and a fan of baseball, coaching little league and regularly cheering on his San Diego Padres.

Shandra Knight encouraged the RedFlash team and those in the 911 and public safety communities he served to “cherish your loved ones, support your colleagues, and continue to bring excellence and strength.”

A Celebration of Life will take place Monday, Nov. 24, 2025, in his hometown of Carlsbad, CA. In lieu of flowers, the family invites [donations](#) to help create The Jake Knight Foundation supporting public safety in Jake’s honor. If you would like to share your thoughts or memories of Jake, we welcome you to share them with our team and his family by emailing hello@redflashgroup.com.

ABOUT THE REDFLASH GROUP

The [RedFlash Group](#) provides strategic consulting to clients in the public safety industry. RedFlash brings deep industry know-how and a results-oriented approach to corporate, government, and non-profit clients. Specialized consulting includes driving business growth, subject matter expertise, marketing/communications strategy and execution, media relations, and stakeholder outreach.

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