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Campanelli names Nickerson senior director of marketing and business development

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Campanelli Companies has hired Lisa Nickerson as senior director of marketing and business development. Nickerson will work with Campanelli as it continues its steadfast pace of acquisitions and development.

Nickerson, the former principal of Nickerson PR, Marketing & Events, has over sixteen years of real estate experience, commencing as a licensed broker while attending Boston College. Prior to founding Nickerson PME, Nickerson worked as a commercial leasing broker, investment sales broker and vice president of marketing and business development for The Codman Company.

"Nickerson's unique background makes her one of the few marketing and public relations professionals to have such broad experience in the real estate industry," said Robert DeMarco, partner at Campanelli Cos. "As our acquisition and development activity increased, Lisa had a great sense for how the commercial real estate community would respond and was then able to manage our new communications message perfectly."

Campanelli was a prominent client of Nickerson's for several years. Both parties developed a very strong and successful working relationship. "Real estate development has always been my passion and working for Campanelli was a terrific opportunity I just could not pass up," said Nickerson.

Nickerson received her bachelor of science from Boston College in Marketing and Finance and is completing her master of business administration at Babson College.

Also joining the Campanelli's team is Allyson Quinby, the former client services manager of Nickerson PR. She will assume the role of marketing business and development coordinator. Quinby, a graduate of Kenyon College in Ohio, has also previously worked with WHDH Channel 7 Boston and ABC Channel 5 Boston in the news and sports departments.

About Campanelli Companies:

Established in 1947, Campanelli Cos. is a full-service commercial real estate development and construction company with extensive experience in the industrial, office, medical office, warehouse/distribution and retail markets. To date, Campanelli has developed 18 million s/f of commercial real estate property in New England and the Eastern Seaboard. The company's signature capabilities include land development, design and build, redevelopment and value-added acquisitions. It is Campanelli's all-encompassing and quality services that have led to its successful track record as a highly-regarded developer; from site selection, feasibility analysis, local, state and federal permitting, to architectural and engineering design, building construction and facilities and property management. With a cohesive development team that has worked together for more than fifty years, Campanelli can assure its clients that every aspect of a project is directed, monitored and controlled by Campanelli Cos.

