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SIOR | New England Chapter names Nickerson to board of directors

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SIOR | New England Chapter has nominated Lisa Nickerson to the SIOR | New England Chapter board of directors and named her communications chair. Nickerson will work with SIOR | New England to develop a strategic communications and marketing plan directed at increasing regional chapter membership, enhancing events and member opportunities and broadening the outreach to women in the real estate industry.

Nickerson, 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 in 2003, Nickerson worked as a commercial leasing broker, investment sales broker and vice president of Marketing and Business Development for The Codman Company. After a year hiatus from Nickerson PME working as the senior director of Marketing & Business Development for Campanelli, Nickerson returned to managing her firm with a new sense of excitement for working with clients, consulting and executing business development and communications initiatives.

"Nickerson's unique background along with her broad experience and her rolodex in commercial real estate makes her the perfect marketing and public relations professional for this position," said Thomas Farrelly, SIOR, president of the SIOR | New England Chapter board of the directors. "Lisa's great sense for how the commercial real estate industry works and ability to manage our new communications plan will be a great asset to our organization."

Nickerson received her Bachelor of Science from Boston College in Marketing and Finance and is completing her Master of Business Administration at Babson College. She is also an active board member of Housing Families Inc. (HFI) and co-chairing the HFI 25th Anniversary Gala honoring Lt. Governor Kerry Healey.

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