



CELEBRATING  
55 YEARS

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## Professional Profile: Lisa Nickerson, 2014

June 19, 2014 - Front Section

Name: Lisa Nickerson

Title: Principal

Company: Nickerson PR

Location: 1000 Winter Street, Waltham MA

Place of Birth and Year: Greenwich CT; 1973

Family: Mother of 3

College: Boston College BS 95; Babson College MBA In progress

First Job Unrelated to your current field: Ever? Scooping ice cream at Yanni's Ice Cream in Milford, NH when I was 14

Professionally: I worked at Dean Witter as a marketing coordinator and later a junior stockbroker

First Job in current field: Internship at the Ritz Carlton working for the director of PR

What Your Firm Does Now and It's Plans for the Future: NickersonPR is an integrated PR, marketing and event management firm - Our plans for the future include expanding our current real estate division, the company as a whole, and with a full service hospitality division.

Hobbies: Gardening, running and tennis

Favorite Novel: It changes, I generally have 3-4 books going at any given time

Favorite Film: There is no favorite. I just love books.

Keys to Success: Surround yourself by the best people and live by Carpe Diem

Person(s) You Most Admire (outside of family): Richard Branson

If You Had To Choose a Different Profession, What Would It Be: I love what I do and wouldn't change it. Someday... professional photographer.