



CELEBRATING
55 YEARS

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Ones to Watch 2019: Nikki Peters, City of Leominster, Mass.

May 31, 2019 - Spotlights

Nikki Peters

Economic Development Coordinator

City of Leominster, Mass.

Year you entered your current field? 2018

Who or what do you attribute to your success? I grew up in Fitchburg, MA with a single mom who worked multiple jobs to support us. When she was diagnosed with cancer, I moved home from college and started working. I knew I needed a job that would give me the opportunity to earn a good income without a degree and at a young age. I started my career in radio sales in Boston when I was 19 years old. The sales manager of the radio station, Alan Chartrand, gave me an opportunity when others might not have. He believed in me and pushed me to be my best. I transitioned from media sales to real estate in 2008, applying the same principals to real estate that I did in media. In 2018, after moving back to the area I grew up in, I took my current position with the city of Leominster in economic development. This position has been a great way for me to combine my business development and real estate background to benefit the city we live in. I'm fortunate to work for mayor Dean Mazzarella who has also believed in me and given me the opportunity to grow my current position to what it is today.

Who are some leaders that you admire and why? Kristin Lemkau of JP Morgan Chase is an incredibly successful working mom who advocates for the fact that putting your kids first doesn't mean you can't also have a successful career. She's not afraid to take a stand for issues that are important to her, and she isn't afraid to voice her opinion. Another leader I admire, and the leader I admire most is my cousin Jim Robo, CEO of NextEra Energy. Jim is this really fantastic combination of extremely successful and incredibly down-to-earth. He's the guy who never forgets anyone's birthday and always makes you feel really important to him. He's taught me to trust my instincts, both in business and in life.

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