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## **Nickerson named GlobeSt. Real Estate Forum Woman of Influence 2022**

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Boston, MA According to Nickerson, a global full-service branding, marketing, PR and communications agency, founder and CEO Lisa Nickerson was named a GlobeSt. Real Estate Forum Women of Influence 2022. Nickerson was recognized as a leader in the Marketing/Communications category who fully embraces and integrates herself into the world of marketing and communications in the real estate, AEC (architecture, engineering, construction) and PropTech (property technology) industries. Nickerson uses her expansive network and influence to partner with and guide her team's diverse client base while also contributing to industry leadership and philanthropy in the Greater Boston area and beyond.

"Lisa Nickerson is respected and trusted within the industry and has been relentless in the elevation of her client-partners and the pursuit of new forward-thinking brands," said Michael Beckerman, CEO CREtech and CREtech Climate. "It's no surprise to her colleagues that she would capture such a prestigious award, and we are honored that one of our own has been included on a list with some of the most talented women in the industry."

The Globe St. Women of Influence award selection process examines a stringent set of criteria, identifying candidates based on career achievements, community outreach and mentorship within the industry.

The candidates come from diverse backgrounds with a wide array of specialties and have all made a distinctive mark in commercial real estate. Nickerson was honored at the GlobeSt. Real Estate Forum's third annual GlobeSt.

Nickerson and the Nickerson team are multiple-industry, national and international award-winners including but not limited to branding, marketing strategy, crisis communications/reputation management, and community relations.

Additionally, Nickerson was recognized by Bisnow in 2018 as a "Boston Power Woman" and was also awarded the 2016 PRISM for Marketing Professional of the Year.

Nickerson is a sought-after speaker and moderator, a devotee of professional and community service, and a champion of women's leadership initiatives. She is an active member of Urban Land Institute (ULI) and ULI|Boston|New England's advisory board, chair of ULI New England's Technology Council, co-chair and communications chair of ULI Women's Leadership Initiative

Council 2019-2021, board member & founder's circle chair of the Greater Boston Arts & Business Council, former board member & VP of Sponsorship of Boston Women in Media & Entertainment 2016-2020, and a former board member of SIOR|New England Chapter 2013-2017.

Nickerson has been a board member and development chair of Housing Families Inc. since 2006 and has been a member of the Joshua Frase Foundation (JFF) since 1997 and Board Member and Vice President of JFF since 2019.

In partnership with her daughter, Catherine McGonagle, Nickerson is the co-founder and advisor of STEMS Flower Farm, LLC, a flower farming venture and content producer teaching high school and college students the power of entrepreneurship.

A proud graduate of Boston College, Nickerson resides in Wayland, MA where she and her soon-to-be husband, Bob Cramer, balance their careers with as much family time as possible. Never a dull moment in the Nickerson-Cramer household, they enjoy Nickerson's three children when they drop in from college, Cramer's four children and two grandchildren who reside across the country, and always at home, their ever-loyal Labradors "Luke" and "Leia." A five-time runner of the Boston Marathon, aspiring triathlete, and avid gardener, Nickerson revels in keeping a "rhythm" in her life that both delights while feeding her curiosity and desire for achieving all that is possible.

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