



CELEBRATING
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2023 Year in Review: Lisa Nickerson, Nickerson People Relations

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Lisa Nickerson
CEO & Founder

What person, project, transaction, or market trend had the greatest impact on your industry this year?

In an ever-changing market, we are seeing a shift towards outsourced strategic marketing that is more all-encompassing. Firms that work with agencies who can combine branding, social media management, community relations and public relations will be better positioned for whatever the future holds.

What emerging trends will drive investment and development in 2024?

Sustainability remains a top trend and it is here to stay. Maintaining efficiency and fiscal responsibility will continue to be a top priority. Optimizing systems and processes are a path for companies to streamline their work. We also anticipate an emphasis on senior living and housing due to client demand.

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