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## **Nickerson names Reinert chief marketing officer**

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Amy Reinert

Boston, MA Nickerson, a global full-service branding, marketing, PR and communications agency specializing in the built environment, has named Amy Reinert as chief marketing officer (CMO). In her new role, Reinert brings over 20 years of strategic and creative marketing expertise building brands in the real estate, hospitality and technology sectors. Overseeing Nickerson's global marketing strategy, Reinert is set to lead growth and innovation to drive both Nickerson and its client-partners. Reinert will join the agency's senior leadership team and report directly to Lisa Nickerson, Nickerson's CEO.

"Strategically assembling a team capable of leading our vision of growth and market leadership has been a top priority for us at Nickerson," said Nickerson. "Bringing Amy on board as our chief marketing officer is a key move in this strategy. Her expertise and forward-thinking approach are exactly what we need to drive our agency and our client-partners towards new levels of success."

With a proven track record leading marketing and growth initiatives, Reinert excels in identifying and implementing effective strategies, always with an eye towards aligning marketing efforts with the broader business objectives of the organization. Reinert's approach is not just about marketing in isolation; it's about adopting an encompassing approach to organizational advancement and market leadership. This strategic alignment is key to driving the agency and its client-partners toward substantial business growth and a commanding presence in the market.

"With Nickerson's focus on the critical sectors of climate, energy, and property technology, we are well-positioned to continue our growth and leadership, while setting new benchmarks in these areas," said Reinert. "Teaming up with Nickerson's exceptional talent and visionary leadership, I am set to further elevate what's possible in our industry."

Reinert is a member of networks such as CHIEF and Club CMO. She further demonstrates her dedication to philanthropy by serving on the board of directors for the Greg Hill Foundation, Camp Casco while also providing guidance as an advisor for the Women in Leadership program at the University of Vermont Grossman School of Business.

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