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Mulaire of Nickerson named PRNEWS Top Women

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Boston, MA According to Nickerson, a global full-service branding, marketing, PR and communications agency specializing in the built environment, Shannon Mulaire, director of public and media relations, has been named a PRNEWS “Top Women” Changemaker.

The PRNEWS Top Women Awards recognize the exceptional talent and influence of women across various industries. This national honor celebrates women who excel in their careers, make a significant impact on their organizations, and inspire others through their leadership. The awards luncheon took place June 4th at The Lighthouse in New York City, where Mulaire had the opportunity to accept her award on stage.

Mulaire joined Nickerson in the spring of 2023 as director of media relations, bringing with her over twenty years of TV news experience, and quickly received a promotion to director of public & media relations. Her career has spanned from behind-the-camera positions as a writer and producer to on-camera roles as a news anchor and award-winning journalist. Prior to joining Nickerson, Mulaire served as a leading news anchor for NBC News in Boston, earning multiple accolades including the Edward R. Murrow award, one of the highest accolades in journalism.

“I am truly honored to be recognized among such an inspiring group of women,” said Mulaire. “This award is a reflection of the collaborative efforts of the talented team at Nickerson. The experiences and insights I’ve gained throughout my career, from my time in TV news to leading PR and media relations at Nickerson, have shaped my approach to storytelling and communication. This recognition not only validates the hard work we’ve put in but also serves as a testament to the innovative and impactful strategies we employ at Nickerson.”

In her role as director of public & media relations, Mulaire leads the team responsible for cultivating and overseeing all communications for Nickerson’s client-partners across various industries such as proptech, sustainability, AEC, commercial real estate, and healthcare. She executes strategic communications that leverage media sources, social media platforms, and creative storytelling techniques.

Mulaire is a graduate of Wellesley College and holds a master’s in broadcast journalism from Emerson College. Mulaire is a two-time Boston Marathon finisher.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540