



## **Nickerson named PRNEWS' 2025 Agency Elite Top 120**

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Lisa Nickerson

Shannon Mulaire

Boston, MA Nickerson, a global full-service branding, marketing, PR and communications agency, has been named to the 2025 Agency Elite Top 120 by PRNEWS. PRNEWS Top 120 Agencies recognizes the most respected public relations agencies across the country each year, reflecting Nickerson's commitment to delivering outstanding outcomes for its diverse group of client-partners. Nickerson's client-partners include major players in the real estate, retail, proptech, entertainment, sports, and built environment industries.

"Our recognition by PRNEWS as a member of the Agency Elite Top 120 is evidence of our entire team's hard work and dedication to our client-partners," said Lisa Nickerson, CEO and founder of Nickerson. "We are proud to be on this list, amongst such impressive company and are excited to continue partnering with the most innovative and forward-thinking companies both nationally and internationally."

"Being named to the Agency Elite Top 120 proves our creativity, innovative spirit, and commitment to excellence," said Shannon Mulaire, director of PR and media relations at Nickerson. "We are incredibly honored to be recognized, and we are excited for the future of our firm."

A woman-owned business, Nickerson's growth and delivery of innovative work has made the agency a leading name in the industry, earning various recognitions from PRNEWS in the past. In addition to Nickerson's Platinum Award recognitions, CEO Lisa Nickerson received the Top Woman

Award in the business entrepreneurs category in 2023. Mulaire was honored as PRNEWS' Top Women Award in the changemakers category.

This recognition highlights Nickerson's innovative approach and proven success in executing communications campaigns that drive results. Nickerson's dedication to strategic excellence has consistently positioned the agency among the top firms in the nation. This distinction has also been supported by Nickerson's recent nominations for two 2024 PRNEWS Platinum Awards for "Small Agency of the Year" and "Best 24-Hour Campaign" for the firm's work on Simon Property Group's Black Friday press.

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