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## **LUCAS GROUP APPOINTS LUCIANA SHIPP MARKETING PROJECT LEAD**

*Will drive lead generation and partner programs for executive recruiting firm*

Atlanta, GA – October 29, 2012 - [Lucas Group](#), North America's premier [executive search firm](#), announced today that they have hired Luciana Shipp as their new Marketing Project Lead. Shipp will be responsible for demand generation programs, partner programs, internal communications and industry events.

“Luciana brings an impressive career of accomplishment to Lucas Group,” said Scott Smith, Chief Marketing Officer. “She demonstrates a notable marketing background and capably blends data, people skills and thoughtful judgment in executing marketing strategy. She also appreciates the significance of relationships in any successful marketing program. At Lucas Group, our marketing efforts serve as an important link between clients and candidates and our recruiting associates. We’ve built a very dynamic marketing presence in the [executive recruitment](#) marketplace and look to Luciana to broaden that strong client and candidate-focused foundation.”

Shipp joins Lucas Group from the fast-paced and challenging corporate advertising sector. For the past seven years, she worked as a Senior Account Executive with award-winning Moroch Advertising, serving in a leadership role for the McDonald's account. Her responsibilities included vendor and franchisee relations, budgeting and ad buying. A native Peruvian, Shipp is fluently bilingual and successfully executed a particular marketing focus on Hispanic consumers.

Her new responsibilities for Lucas Group include lead generation programs, market research and data analysis, SEO/SEM efforts, Pay-Per-Click, and industry events.

“Luciana understands market dynamics and her advertising leadership enables her to deliver strong business results through a powerful blend of marketing and advertising. Marketing's goal at Lucas Group is to help drive business success—from our associates, to our clients, to our candidates. We look forward to her contributions in helping us achieve those goals,” said Smith.

Shipp graduated Magna Cum Laude from the University of Georgia and volunteers at both of the Atlanta Ronald McDonald Houses.

### **About Lucas Group**

Lucas Group is North America's premier executive search firm. Since 1970, our culture and methodologies have driven superior results. We assist mid-tier to Fortune 500 Clients find transcendent, executive talent; Candidates fully realize their career ambitions; and Associates find professional success. To learn more, please visit Lucas Group at [www.lucasgroup.com](http://www.lucasgroup.com) and connect with us on [LinkedIn](#), [Facebook](#) and [Twitter](#).