

NEWS & INSIGHTS

BIRMINGHAM BUSINESS JOURNAL NAMES LUCY ECK A 2024 NEXTGEN BHM: MARKETING AND PR HONOREE

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The Birmingham Business Journal has named Lightfoot, Franklin & White LLC Marketing and Business Development Specialist **Lucy Eck** a **2024 NextGen BHM: Marketing and PR** honoree. An in-depth Q&A with Eck will be featured online and in print in September.

The NextGen BHM: Marketing and PR awards honor up-and-coming Birmingham professionals under 35 in the public relations or marketing field. Honorees are selected based on their contributions to their respective organizations, tangible results and involvement in the community, among other factors. This is part of a series of awards from the publication highlighting emerging professionals and leaders in key Birmingham industries.

“We are so proud of Lucy for this honor,” said **Paula McCauley**, Lightfoot’s director of marketing and business development. “Lucy is a critical part of our firm’s marketing department and a rising star in our field, and she is so deserving of this recognition of her creativity, dedication to the firm and continual pursuit of excellence in everything she does.”

Along with her daily marketing, business development, recruiting and event work, Eck serves in several leadership roles at the firm. As a member of Lightfoot’s Marketing and Business Development, Women of Lightfoot and Client Roundtable committees, Eck plays an active part in growing and supporting the firm’s future.