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News Release

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Lisa Miree-Luke to Lead Heffler Claims Marketing Department

Philadelphia, PA – February 23, 2017: Heffler Claims Group (Heffler) is proud to announce that Lisa Miree-Luke recently joined the firm as Director of Marketing. Miree-Luke is responsible for strategic marketing, communications, public relations, and promoting the company.

“We are excited to have Lisa join as a strategic member of our leadership team,” said Ed Radetich, Heffler Partner. “She has a track record of trailblazing at the organizations she has served. Lisa brings a multitude of skills and expertise that will, allow her to be a tremendous asset to our organization.”

Prior to joining Heffler, Miree-Luke was Head of Corporate Affairs/Communications – North America for a leading global manufacturer. The former TV news reporter has also led marketing and advertising teams as well as a communications firm.

“It is a wonderful opportunity to work with such a talented team at Heffler Claims Group who welcome and appreciate creativity,” said Miree-Luke. “The organization brings a tremendous amount of expertise and value to its clients and I am thrilled to be a part of a work family that is so passionate and motivated to deliver exceptional results.”

Miree-Luke earned a Master’s of Arts with a major in communication and development from Ohio University. She also received a Bachelor’s of Science in journalism from Ohio University’s prestigious E.W. Scripps Howard School of Journalism after three years with a minor in Spanish.

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About Heffler Claims Group

Heffler Claims Group is the pioneering claims administrator, providing administration services in many areas including antitrust, securities, employment & labor, mass tort, consumer and government enforcement matters. With a dedicated team of professionals and state of the art platforms, Heffler offers services for all phases of the settlement process, including planning and implementing a Notification program, designing custom databases and websites, providing call center services, administering the claims process, and handling the distribution stages and escrow agent and tax services for cases. Heffler is headquartered in Philadelphia, PA and has additional locations in San Francisco, CA, New York, NY, Oklahoma City, OK and Portland, OR.

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