

+ HER STORY



# Rolling Up Our Sleeves

with CEO **Amanda Lucey**

BY BRITTANY MAHER

**Whether she's working alongside her team of employees or planning her daughter's birthday party, Amanda Lucey is a businesswoman who isn't afraid to roll up her sleeves.**

Lucey's career as a communications leader spans nearly two decades. An accomplished entrepreneur, she founded Atlanta-based marketing and communications agency Moxie Media and Marketing (M3 Effect) in 2012.

She'll be the first to tell you that navigating the corporate world isn't always easy, but it's nearly impossible to do alone. Lucey emphasizes how lucky she feels to have a support system of helpful peers and colleagues to act as sounding boards when she makes career decisions.

"I don't think that we do anything alone," Lucey said. "You are the sum of your circle of influence and the people you surround yourself with."

When she started her first company in 2012, the encouragement from those colleagues is what gave her the confidence to go out and reach her goals.

"This is why I think relationships are so important; it really is about building meaningful relationships throughout your career," Lucey said. "I don't like to call it networking. I think its relationship building and getting to know people on a personal level."

Building and maintaining those working relationships is what led to her acquisition of The Partnership in 2018. While working on the client-side of her agency, she developed a friendship with former CEO of The Partnership, David Arnold.



"David and I would go to lunch and chat about kids and chat about life," Lucey said. "He got to a point where he was ready to retire and, at the same time, I was looking for a company I was ready to acquire."

With M3's tremendous success, Lucey felt it was time for her company to grow. When the timing was right, she seized the opportunity.

"At one point, David said he was retiring, and I asked him what he was going to do with his company," Lucey said. "He said he was going to sell it, and I said, 'Why don't you sell it to me?'"

Lucey made a strategic decision to pursue a joint venture between M3 and The Partnership, which led to her full acquisition of The Partnership in November 2018, making Lucey the owner of Atlanta's oldest privately-owned marketing agency.

"Acquiring a company larger than your own company is a huge challenge," Lucey said.

The Partnership has been around since 1979 and boasts a star-studded list of long-time clients like the InterContinental Hotels Group, Ferrari and Coca-Cola.

"It was a huge learning curve for me to merge teams, deal with real estate, talk financial components and to buy a company that was bigger than my own," Lucey said.

Now, The Partnership is a multi-million-dollar agency and one of the fastest-growing woman-owned companies in Atlanta.

Lucey is incredibly proud of her team and all they have accomplished, and she hopes to build upon the legacy The Partnership already has.



“It’s exciting, it’s encouraging and it’s rewarding to know we’re carrying on the brand of the partnership for the next decades to come,” Lucey said.

When it comes to Lucey’s approach to leadership, having integrity and being transparent creates the basic foundation, but she believes leadership should go beyond that. Lucey emphasizes that a good leader will be there right alongside her team, encouraging employees to reach a shared vision.

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On top of being a CEO, Lucey is also the mother of a toddler. Finding time to prioritize it all can often be a challenge.

“It’s difficult, and anyone who says it isn’t is not telling the truth,” Lucey said.

She explains that, for her, it’s not about balance. Instead, she swings from work mode to mom mode throughout the day as needed.

“Sometimes I swing into mom mode and I’m really focused on that,” Lucey said. “[Other times] I swing into business



travel and I’m having to have a lot of business meetings and travel and be away from home. I feel like it’s a pendulum you’re constantly swinging.”

For Lucey, it’s about being present in the moment in

whatever she’s doing and staying focused on that — whether it’s prioritizing time with her daughter or concentrating on work.

“I’ll put her to bed and pull out the laptop and start working again,” Lucey said. “I think that’s a lot of working mom’s realities.”

For women in business — mothers or not — the grind never stops, especially in today’s technologically advancing work environment.

“At the pace business is evolving and changing, as women we have to pivot and grow quickly and embrace new skills as we learn them,” Lucey said. “Being able to make decisions and be confident in those are important.”

With so many opportunities emerging within the Atlanta business market, Lucey feels there is plenty of room for women to stand side by side in encouraging one another to achieve our goals.

“I think we need to keep encouraging each other as women,” Lucey said. “Keep lifting each other up, supporting each other and cheering for each other when we’re winning and when we have successes.”

Lucey wants women who are pursuing leadership positions or those looking to grow their companies to know that she is available for support. She recalls that the process can be an isolating one when it feels like there is no one to turn to for advice.

“I have a passion for people; I love helping people grow,” Lucey said. “It isn’t a job. It’s a calling.”