



Cadence Senior Living Adds New VP of Sales and Marketing

Scottsdale, Ariz. – Oct. 23, 2017 – Cadence Senior Living announced today that Allyson Nathan has joined its management team as Vice President of Sales and Marketing. In this role, Nathan will bring sales and marketing leadership to its growing portfolio of senior living communities currently located in AZ and CA.

For more than 23 years, Nathan’s creativity and motivating leadership style has lead numerous senior living sales and marketing teams to success. Prior to joining Cadence, she was Corporate Director of Marketing at Retirement Community Specialists (RCS) and IPA Management where she was responsible for the development and implementation of the marketing, branding and lease up strategies for senior living and multifamily portfolios, including the Generations brand. Prior experience includes Alterra Healthcare, Silverado Senior Living, CareMatrix and Senior Living Associates, as well as Nathan Marketing, LLC, a senior industry marketing firm.

"I am excited to welcome Allyson to our team," said Rob Leinbach, Principal at Cadence Senior Living. Her leadership in developing high-performing sales teams and managing multiple brands will be beneficial to the growth and success of Cadence."

Eric Gruber, Principal at Cadence, added. "Allyson is a people builder, coach and mentor, who fosters and develops the talent of teams and individuals who share her passion for senior living. She is a results oriented team player whose values and motivation are consistent with ours."

For more information about Cadence, please contact info@cadencesl.com.

About Cadence Senior Living:

Cadence is an owner, operator and developer of senior living communities based in Scottsdale, Arizona. Cadence executives have over 100 years of real estate, senior housing development and senior housing management experience. Cadence emphasizes the importance of quality care and creates comfortable, vibrant communities that offer residents exceptional independent living, assisted living and memory care lifestyle options, proving that the "rhythm of life" is ever present.

www.cadencesl.com