



## Stacey Swinney

### Director

**Stacey is a seasoned healthcare professional with a career focused on operational management in the senior living segment. She has a deep knowledge of the industry, obtained through 15 years of hands-on experience driving operations, regulatory compliance and resident care excellence for senior living and assisted living operations across the country. Stacey leads our “secret shopping” service.**

Stacey’s senior living expertise is exemplified by a proven track record of meeting and exceeding strategic and operational objectives, rooted in her commitment and passion for the senior population served by her clients. With extensive experience in operations, quality care, turnaround management and regulatory compliance, Stacey possesses a deep knowledge of the full continuum of the senior living industry.

A change-agent, acknowledged for balanced judgment and a steady hand, she brings a history of steering consensus among team members with diverse opinions and personalities.

Stacey has driven operational performance, organic and transactional business growth and turnaround management in a series of advisory and managerial assignments and positions. Prior to becoming a consultant she held executive and line positions in a range of senior and assisted living companies, where her responsibilities ranging from day-to-day operations, budget and contract management to project development, licensing and construction.

#### Other Career Highlights:

- Project Director and Vice President for two distressed assisted living / memory care communities in receivership, with full responsibility for the financial, census, operational, and regulatory compliance for 9 months. Communities were sold in a bundled package and bond holders received 100% return.
- Managed operational transition solely for two months from one management company to another for two troubled large assisted living / memory care communities in Florida. Increased census and revenue dramatically to refrain from bond default prior to the new 3<sup>rd</sup> party managers start date, while overseeing all aspects of operations and resident care.
- Represented ownership for a construction project for a large senior living community in Florida that was running \$1M over budget and behind schedule. Turned project under budget and on schedule to satisfaction of the owners.
- Created operational efficiencies as Executive Director of a retirement community in Birmingham, AL, increasing sustained minimum occupancy rates to 96%. Increased EBITDA margins from 40% in 2011 to 50% in 2012 while operating low staff turnover of the 113-bed assisted living facility.

#### Education:

Stacey graduated Magna Cum Laude from American Intercontinental University with a BA in Business Administration - Health Care Management, after earlier attending Brigham Young University.

#### OVERVIEW

- Career professional in senior living healthcare operations, compliance, development, growth and turnaround.
- Successful track record of executive leadership in troubled senior living communities, from turnaround management to mergers & acquisitions.

#### KEY SKILLS & EXPERIENCE

- Operations management;
- Performance improvement;
- Strategic marketing;
- Regulatory compliance;
- Turnaround management;
- Quality care/ customer service;
- Leadership; and
- Team building.

#### SPECIALIST INDUSTRIES

- Spent the last 15 years specializing in the senior and assisted living sectors: IL, AL, MC.

#### CERTIFICATIONS & ASSOCIATIONS

- Category II Assisted Living / Memory Care License (Alabama)
- Certified Dementia Practitioner
- Certified Alzheimer's Disease Dementia Care Trainer
- National Association of Long Term Care Administrator Boards (NAB), serving on the NCERS and the RCAL committees
- Member, Alabama Assisted Living Association
- Alzheimer’s Association