

The Hearth Premier Senior Living announces new Senior Vice President of Sales and Marketing

Jonathan P. Barbieri, RN has been named Senior Vice President of Sales & Marketing

Camillus, Nov 7, 2018 (Issuewire.com) - The Hearth Premier Senior Living is pleased to announce the hiring of Senior Vice President of Sales & Marketing, Jonathan P. Barbieri, RN.

In this position, Barbieri will be responsible for leading the Hearth's growth, brand, sales, and marketing strategy. He will be supporting the teams at our headquarters in Camillus NY as well as those at each community the Hearth supports. Barbieri will be an instrumental new member of the senior leadership team.

In this role, Barbieri offers support to the Hearth for both new and existing business initiatives, as well as for upholding the standards, mission, vision, and culture of excellence that is at the very core of the Hearth.

"We are pleased to bring Jonathan aboard to join our senior leadership team as the best days for the Hearth and for those we serve are ahead of us. Jonathan's experience and energy will be a key part of the innovations, services, and new advancement's that lie ahead for the Hearth," said Kevin Hunter, *Chief Operating Officer*. "We are truly up to incredible things together."

Prior to joining the Hearth, Barbieri served as a senior leader at Sunrise Senior Living, Greenfield Senior Living, Heritage Senior Living, and most recently at Trust Point where he oversaw operations, sales, business development, and marketing. Barbieri has a long history of service, dedication, compassion, and excellence within the healthcare industry working in startups, turnarounds, and Fortune 500's all as an agent for positive change, growth, and in keeping with his core belief in providing a better day for all. His career spans more than 15 years in healthcare and business development stemming from his earliest days as a nurse who set out to provide care, joy, and compassion to those in need. From that time forward Barbieri has worked tirelessly to serve an ever-broadening group of individuals. Barbieri serves on 3 advisory boards for veterans, service members, and first responders, and he has served as Vice President of Resident Care for Sunrise Senior Living, Chief Marketing Officer for Greenfield Senior Living, and Chief Executive of Trust Point where his consulting practices and innovations have helped companies from coast to coast.

Barbieri's upbringing within a healthcare-centric and community-centered family drives him each and every day to serve. His career began in allied health services as an intensive-care nurse working and caring for severely compromised adults. He uses the ICU methodology and applies it throughout his life in bringing care, critical time-sensitive decision making, and key solutions to seniors and community members alike.

Barbieri holds a master's certification in healthcare leadership from Cornell University. He received a bachelor's degree in nursing from the University of South Carolina and is a registered nurse and administrator in Pennsylvania. He has completed ongoing studies at Landmark Education, Leadership Academy, American Society on Aging; Cornell University's College of Human Ecology; and has over 400 hours of International Association for Continuing Educations and Training (IACET) and Continuing Education Units (CEU) focusing on healthcare related innovations.

Hearth Management is a privately owned and operated management and development company based

in Syracuse, NY. Since 1988, Hearth Management has managed, consulted and owned numerous senior living, personal care, assisted/enriched living, and memory care communities. Currently, Hearth Management's owns and/or operates 15 Hearth Premier Senior Living & Memory Care communities offering independent living, assisted/enriched living and memory care to more than 1,800 senior residents in New York, Connecticut, Indiana, and Tennessee.

Quality of life, resident care, exceptional service, and affordability are the four cornerstones of each Hearth Premier Senior Living & Memory Care community. The Hearth® Management team consists of senior living professionals who work together to anticipate the needs and preferences of their customers. This proven model of teamwork is responsible for the creation of its unique *Live More®* philosophy that is at the core of everything they do and is the essence of what makes Hearth Management different.

For more information on premier senior living visit The Hearth online or at any one of our communities: www.thehearth.net

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