

Distinctive Living Welcomes Shelley Esden as EVP & COO

Executive team addition signals continued investment for operational execution



Freehold Township, New Jersey Aug 19, 2024 ([IssueWire.com](https://www.issuewire.com)) - Distinctive Living, a premier national senior living management and development company, announces the appointment of Shelley Esden as Executive Vice President and Chief Operating Officer.

Known for her visionary approach to innovation in senior care, Esden brings a wealth of industry experience including her role as Founder and CEO of LEXOR Living and her 15-year tenure at Sonata Senior Living, where she advanced from SVP of Operations to COO and ultimately CEO.

With Esden's appointment comes the addition of Lexor Living to the Distinctive Living family of brands, bolstering the company's offerings in the luxury senior living category.

"I am thrilled to take on this opportunity and am eager to contribute my expertise to enhance Distinctive Living's growth and execution strategy," said Esden. "Operational efficiency, fostering a strong culture, and ensuring owner alignment has never been more crucial. I look forward to driving successful outcomes across financial, sales, wellness, and cultural dimensions."

Jedlowski shares his enthusiasm for Esden's appointment. "Bringing Shelley on as COO will allow us to expand the Distinctive brand while focusing on operational execution of our current portfolio's integrity," he says.

With Esden on board, Distinctive Living strengthens its position as a leader in innovative senior living operations and development. "Having a team of seasoned executives ensures that we meet our business outcomes while introducing new luxury and mid-market offerings," adds Jedlowski.

Looking Ahead to 2025

In keeping with the fast-paced growth of the industry, Distinctive Living has ambitious plans for 2025, focusing on operational excellence, attracting top-tier talent, and forging best-in-class partnerships to enhance efficiencies. In addition, Jedlowski explains, the organization has been investing in capturing and analyzing data.

"We've placed a lot of importance on becoming a data-driven organization," stated Lindsey Hacker, EVP and CFO. "Adding Shelley to our executive team will bring our current focus on systems, processes, and protocols to our operating culture that will utilize data to create excellent outcomes in sales, clinical, and operational areas, making us more effective and better equipped to serve our communities and our investors with the high standards and execution that we demand."

About Distinctive Living:

Distinctive Living is a national senior living management provider committed to assisting its partners in establishing their properties as world-class providers in the active adult, independent living, assisted living, and memory care sectors. As a nationally trusted management provider, Distinctive Living is poised to deliver best-in-industry care via a holistic approach for residents of the communities it manages. Distinctive Living currently operates 46 communities and has 14 under development via its development services platform (*Distinctive Living Development, LLC*). To learn more about our services, visit www.distinctive-liv.com and www.distinctivedev.com

For more information or media inquiries, please contact Cheryl Ross at info@distinctive-liv.com or 888.433.7794.



Media Contact

Distinctive Living

info@distinctive-liv.com

(888)433-7794

1 West Main Street, Second Floor

Source : Distinctive Living

[See on IssueWire](#)