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Love & Company Welcomes Joe Ford as Senior Vice President, Client Experience

Frederick, MD - Love & Company, a national marketing and consulting firm specializing in senior living communities, proudly announces the appointment of Joe Ford as senior vice president of client experience. With more than 15 years of being a driver in longevity markets and integrated multichannel marketing, Joe brings a wealth of expertise to his new role, where he will be pivotal in fostering client partnerships.

Bringing Joe into the fold is a strategic move for Love & Company. The long-awaited silver tsunami has now hit the world of Life Plan Communities, and baby boomers are now the primary consumers for senior living communities and come with their own unique needs, expectations and desires. Love & Company has been working closely with communities to connect them with the boomer generation of prospects; however, the Frederick-based firm clearly sees the opportunity to deliver evermore data-driven strategies and build baby boomer audiences for a larger number of not-for-profit organizations.

The firm identified Joe's adeptness in omnichannel marketing strategies, analysis and implementation at the helm of Immersion Active, a marketing firm specializing in marketing to baby boomers online for retirement communities and other related mature market verticals.

Now Joe's past experience will elevate and propel the success of Love & Company's clients, driving even better results and ultimately improving their bottom line. He will also enhance client relationships by executing their annual marketing plans with precision and effectiveness.

Reflecting on his decision to join Love & Company, Joe emphasized various factors that drew him to the organization. "I've always had a passion for marketing to mature consumers," he explained. "My previous agency collaborated with Rob and Love & Company on several projects over the years, and I always admired their dedication to senior living and their passion for brand and storytelling. So, when the chance to work with Love and Company presented itself, I eagerly embraced the opportunity to continue innovating how we build great senior living brands, engage with senior living communities and connect with seniors and their families."

Rob Love, president & CEO of Love & Company, expressed his enthusiasm about Joe's appointment, stating, "We are thrilled to welcome Joe to our team. His wealth of experience and strategic insights will be instrumental in driving our continued growth and success in serving senior living communities across the nation."

For more information about Love & Company and its services, please visit www.loveandcompany.com.

Media Contact:

Andrew Hoffman

Marketing Coordinator

Love & Company

ahoffman@loveandcompany.com

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