

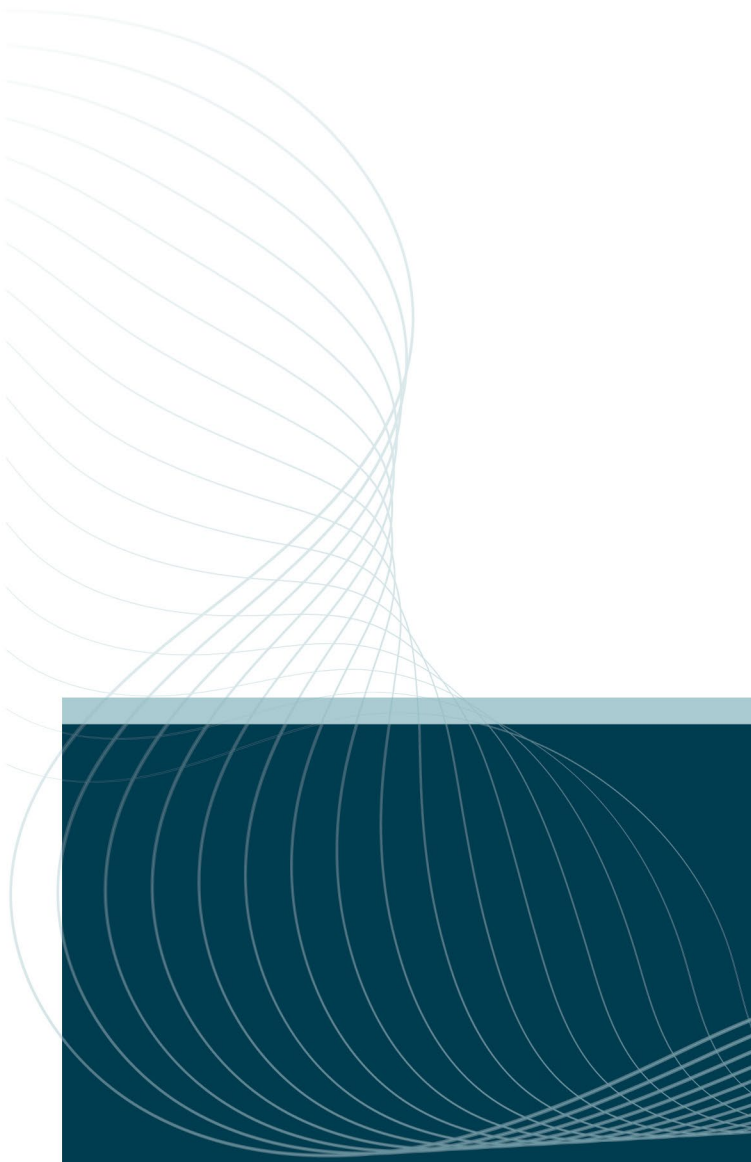


Vice President of Sales

Leadership Profile

September 2026

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WittKieffer

Contents

The Opportunity	01
Organization Overview	02
Position Summary	09
Goals and Objectives	11
Candidate Qualifications	13
The Community	14
Procedure for Candidacy	15

The Opportunity

EverTrue, headquartered in St. Louis, Missouri, seeks an experienced, innovative, and mission-driven leader to serve as its next Vice President of Sales. This is an exciting time to join a premier, faith-based Lutheran organization focused on growth and on building upon its best-in-class services and its commitment to helping older adults live life to the fullest.

EverTrue is a nonprofit multisite senior organization ranked 11th in the most recent Ziegler LeadingAge 200 Report. The organization includes 15 Life Plan Communities, 16 Affordable Housing Communities, and Anywhere Care. Each of their 15 Life Plan Communities offers the full continuum of services, with many also providing memory support. EverTrue's communities are located in Pennsylvania, Illinois, and Missouri. EverTrue Anywhere Care also provides a spectrum of services to assist older adults in their homes, including in-home private duty, professional therapy services, home care, home health, palliative care, hospice, and PACE program services. This highly respected organization is financially strong, with revenues of approximately \$427 million and nearly \$1.5 billion in total assets. EverTrue is supported by a dedicated team of approximately 3,300 full-time team members who provide exceptional care and services to residents, clients, or participants of all faiths across communities in Pennsylvania, Illinois, and Missouri.

Reporting directly to the Chief Operating Officer, the Vice President of Sales serves as the organization's senior sales executive and provides enterprise-wide strategic leadership for all sales activities. The Vice President is responsible for developing and executing sales strategies across EverTrue's Life Plan Communities and Anywhere Care service line, while supporting occupancy growth, revenue generation, market expansion, and long-term organizational success. The successful candidate will oversee enterprise sales operations, provide leadership to sales teams, and ensure the consistent application of sales systems, processes, performance standards, and best practices.

The Vice President of Sales will partner closely with leaders across operations, marketing, communications, and finance to create market-specific sales strategies, optimize pricing and value positioning, support revenue forecasting and budgeting efforts, and strengthen overall sales performance. This leader will leverage market intelligence, customer insights, and competitive analysis to identify growth opportunities, enhance brand positioning, and recommend improvements to products, services, and customer engagement strategies. The Vice President will also ensure the effective use of customer relationship management (CRM) tools, performance metrics, and reporting systems to drive informed decision-making and measurable results.

The successful candidate will be a collaborative and highly visible leader who champions a culture of accountability, service excellence, and continuous improvement. They will recruit, develop, coach, and mentor sales professionals, strengthen relationships with referral sources and business partners, and support initiatives that create exceptional experiences for prospective residents, residents, employees, and families. The Vice President will play a key role in advancing EverTrue's strategic goals while ensuring that organizational decisions, leadership practices, and resource allocation align with the organization's mission, values, and experience commitments.

The next Vice President of Sales will bring significant leadership experience in senior living, healthcare, hospitality, or another service-oriented environment, along with a demonstrated record of driving occupancy growth, revenue performance, and organizational success. The ideal candidate will be an authentic and engaging leader who combines strategic vision, analytical rigor, and business acumen with a genuine passion for serving older adults and advancing EverTrue's mission of helping older adults live life to the fullest.

Organization Overview

Since its founding in 1858, EverTrue has been a trusted leader in senior living. As a faith-centered, nonprofit organization formerly known as Lutheran Senior Services, EverTrue is committed to empowering older adults to live life to the fullest-wherever they call home. With a strong presence in Pennsylvania, Illinois, and Missouri, EverTrue welcomes all older adults, regardless of religious affiliation, and offers a wide range of services tailored to individual needs.

With a best-in-class reputation and a mission rooted in compassion and dignity, EverTrue provides Life Plan Communities that offer a full continuum of care. In the St. Louis area, communities like EverTrue Laclede Groves offer independent and assisted living, memory care, skilled nursing, and continuing care retirement options. Residents enjoy thoughtfully designed living spaces, wellness programs, fine dining, and vibrant social activities—all within beautifully maintained campuses that include amenities like fitness centers, chapels, and serene outdoor spaces.

In addition to residential communities, EverTrue's Anywhere Care program delivers personalized services directly to older adults in their own homes. This includes home-based medical care, therapy, private duty caregivers, PACE and faith-inspired palliative and hospice care—ensuring that those served receive the support they need, wherever they choose to live.

EverTrue is a financially robust organization with a clear focus on sustainable, mission-driven growth. Backed by a legacy of innovation and compassionate service, EverTrue continues to expand its reach while remaining highly selective in forming partnerships that align with its core mission, vision, and values. The organization maintains a strong financial foundation, positioning it well for continued investment in quality care and innovation.

EverTrue is governed by a dedicated board and leadership team that upholds its commitment to excellence, transparency, and person-centered care. Looking ahead, EverTrue remains steadfast in its goal to redefine aging by offering older adults freedom, dignity, and support to live life according to their own terms.

Mission Statement

Older Adults Living Life to the Fullest.

Values

We receive and give grace in faith.

- With a spirit of forgiveness and acceptance, a trusting heart, and an open mind, we put our trust in one another.

We multiply joy.

- We open ourselves to moments of joy and intentionally spread it to others in gratitude and generosity.

We share ideas.

- We are at our best together when we are freely sharing ideas because different views drive innovation and fuel growth.

We give our best.

- We bring our best selves to the shared mission and, through transparency and open communication, help every life thrive.

We meet you where you are, and we grow together.

- We grow better by respecting differences and collaborating in relationships of learning and mentorship.

EverTrue Locations

No matter what life looks like for each individual, EverTrue is a trusted partner in the journey. EverTrue Life Plan Communities-also known as Continuing Care Retirement Communities (CCRCs)-offer multiple levels of living on a single campus: Independent Living, Assisted Living/Personal Care, Memory Support, and the Care Center, which includes Long-Term Care and Short Stay Rehabilitation. Whatever the need, EverTrue is prepared to support it.

From best-in-class care and life services to state-of-the-art technologies, beautifully maintained buildings and grounds, and thoughtfully designed residences, all EverTrue communities are tailored to meet the needs and interests of older adults. A wide range of lifestyle options ensures there's something for everyone, encouraging residents to grow, explore, and thrive in a warm, welcoming environment supported by caring neighbors and professional team members.

Residents will find opportunities and spaces to live fully and meaningfully, with enriching experiences, amenities, programming, and services-all designed to help them enjoy the present while preparing for future care needs.

As a nonprofit organization, EverTrue reinvests every dollar-whether from philanthropic donations or business services-back into its communities. These funds directly benefit residents, clients, and team members, with no dividends or profits distributed to shareholders. With EverTrue handling the everyday details, residents are free to focus on what matters most.

Life Plan Communities

Missouri

- EverTrue Breeze Park (Weldon Spring, MO)
- EverTrue Brooking Park (Chesterfield, MO)
- EverTrue Cape Albeon (Valley Park, MO)
- EverTrue Laclede Groves (St. Louis, MO)
- EverTrue Lenoir Woods (Columbia, MO)
- EverTrue Mason Pointe (Town and Country, MO)
- EverTrue Meramec Bluffs (Ballwin, MO)
- EverTrue Tower Grove (St. Louis, MO)

Illinois

- EverTrue Concordia Village (Springfield, IL)
- EverTrue Lutheran Hillside Village (Peoria, IL)
- EverTrue Meridian Village (Glen Carbon, IL)

Pennsylvania

- EverTrue Buffalo Valley Lutheran Village Lewisburg, PA)
- EverTrue Cumberland Crossings (Carlisle, PA)
- EverTrue Luther Crest (Allentown, PA)
- EverTrue Lutheran Home at Tipton (Tipton, PA)

Independent Living

Independent Living at EverTrue Life Plan Communities is designed to empower older adults to embrace the philosophy of *Life According to You*. By removing the responsibilities of yard work, maintenance, and housework, residents gain the freedom to focus on what matters most-whether that's exploring new interests, relaxing, reflecting, or simply enjoying life to the fullest.

Each resident has the freedom to shape their own experience. From culinary adventures and lively games to thought-provoking book clubs, EverTrue communities offer a wide range of activities designed to support a vibrant, fulfilling lifestyle. Independent Living options in Pennsylvania, Illinois, and Missouri are thoughtfully designed to provide both flexibility and choice.

With a variety of floor plans available, including Patio Homes, Cottages, and Apartment Homes, residents can find a living space that meets both current and future needs. Beyond the home itself, it's the added benefits of community life-engaging programs, supportive services, and peace of mind that make EverTrue a place where residents can truly thrive.

Assisted Living

Residents receiving Assisted Living services at EverTrue communities have access to personalized, professional support tailored to their individual needs. These services are designed to promote independence while offering the flexibility and choices that empower residents to live life on their own terms. Compassionate and dedicated team members are available 24 hours a day to provide assistance and health monitoring as needed, ensuring peace of mind and consistent care. In Pennsylvania, this level of care is known as Personal Care.

Memory Support

EverTrue Memory Support is built on a foundation of innovation, understanding, and compassionate care. Guided by the StillYou® philosophy, the program focuses on each resident's strengths and celebrates their inherent value, no matter where they are on their journey with dementia. This approach supports individuals in living *Life According to Them*, with dignity and purpose.

Designed specifically for those experiencing early- to mid-stage Alzheimer's or other memory impairments, EverTrue's Memory Support neighborhoods offer secure, thoughtfully crafted environments. Residents benefit from the presence of professional, compassionate team members and specialized programming tailored to their unique needs. With a holistic approach that meets individuals where they are, EverTrue affirms that each person is still present, still valued, and still uniquely themselves.

StillYou® Philosophy

We believe all individuals living with dementia deserve to live a life filled with meaning and purpose. This is accomplished by focusing on relationships, individuals' strengths, and holistic wellbeing. We value, recognize, and celebrate each person through compassion, competence, collaboration, and commitment to those we serve.

Care Center

For individuals who require around-the-clock nursing care, EverTrue Care Centers provide warm, welcoming environments that focus on the whole person and support living life to the fullest. Dedicated team members take the time to get to know each resident, customizing care plans to meet their unique needs. The care team emphasizes consistency, stability, and companionship while also maintaining regular communication with family members to ensure a collaborative approach to care.

In addition to receiving the care they need, residents have daily opportunities to engage in social and wellness activities that support a fulfilling lifestyle. From group exercise classes to individualized enrichment programs, EverTrue communities are designed to help residents experience meaningful and joyful days.

Short Stay Rehabilitation is also available through EverTrue Care Centers. This service is distinct from Long-Term Care and is designed to support recovery and transition following illness, injury, or surgery.

Affordable Housing Communities

Individuals should be able to make the choices that allow them to live *Life According to You*. That's the belief at EverTrue. This is why EverTrue offers apartments for older adults living on limited, fixed incomes. EverTrue's ten Affordable Housing communities throughout the metropolitan St. Louis area provide residents with wellness resources, social opportunities, and countless activities.

Affordable Housing is central to EverTrue's mission of creating places, services, and opportunities that help residents fill each day with purpose and fulfillment. For those on a fixed income seeking a community that supports intellectual, physical, and spiritual wellness, while offering access to helpful resources and friendly neighbors in well-maintained apartments, EverTrue Affordable Housing may be the ideal solution.

Missouri

- EverTrue Crossroads at Bevo Mill (St. Louis, MO)
- EverTrue Dunn Road Village (Florissant, MO)
- EverTrue Halls Ferry Place (St. Louis, MO)
- EverTrue Hilltop Heights (Eureka, MO)
- EverTrue Rose Hill House (Kirkwood, MO)
- EverTrue Village at Jennings (St. Louis, MO)
- EverTrue Village at Mackenzie (Affton, MO)

- Centennial Plaza (St. Louis, MO)
- Gillespie Village (St. Louis, MO)
- Hylton Point Apartments (St. Louis, MO)
- Hylton Point Apartments II (St. Louis, MO)
- Mercy Seat Apartments (St. Louis, MO)
- Zion Corner / Sammie E. Jones Residence (St. Louis, MO)

Illinois

- Almira Manor (Greenville, IL)
- EverTrue Westfield Terrace (Belleville, IL)
- Rush Senior Gardens (East St. Louis, IL)

Services and Amenities

EverTrue Affordable Housing communities provide the services and amenities needed to live each day with purpose and fulfillment.

- Private apartments with kitchens and baths
- Individually controlled heating and cooling
- Full-time maintenance
- On-site management
- Urgent response system
- Community activities and events
- Pastoral care
- Scheduled transportation to grocery stores
- All utilities paid (in select buildings)
- Wi-fi available in community spaces
- Mobile and/or on-site library with computer
- Coin-operated on-site laundry
- On-site parking
- Weekly food donations
- Project Wellness
- Senior Connections Plus
- Access to EverTrue Anywhere Care in the St. Louis metro area
- Handicap/accessible apartments available
- Service Coordinators on-site, helping to connect with resources to promote independence

Project Wellness

Project Wellness brings a dedicated wellness nurse into each EverTrue Affordable Housing community on a weekly basis to provide one-on-one consultations. These nurses meet with residents to monitor vital signs, offer education on health conditions, review medications, and provide referrals to healthcare providers. The program is designed to identify chronic conditions early, helping to reduce emergency room visits and hospitalizations.

In 2024, Project Wellness served 286 individuals through 3,156 consultations. As a result, 96% of participants reported gaining knowledge about healthy lifestyle habits, 93% gained knowledge about physical health conditions, and 81% developed or maintained a physically active lifestyle.

Launched in 2012, Project Wellness continues to be a cornerstone of EverTrue's commitment to resident well-being, proudly supporting approximately 300 residents annually.

Spiritual Support

EverTrue Affordable Housing communities welcome people of all faiths-both residents and team members-reflecting a deep respect for spiritual well-being and personal belief systems. Each community supports individuals in practicing their faith in ways that are meaningful to them.

For those seeking spiritual support, EverTrue Chaplains regularly visit all communities, offering opportunities for worship, reflection, and connection. In addition to leading regular services, chaplains are available to help coordinate services for other denominations upon request, ensuring that every resident has access to the spiritual care they desire.

Ordained and commissioned Chaplains across EverTrue communities are available to provide spiritual care for residents, their families, and team members. In addition to offering one-on-one spiritual support, Chaplains also lead and coordinate a variety of services and programs, including:

- Worship services
- Bible study
- Grief support
- Private communion
- Coordination of denominational services, including Catholic Mass

EverTrue Anywhere Care

EverTrue Anywhere Care offers a comprehensive range of services designed to support individuals in maintaining their independence and aging well in the setting of their choice.

Whether it's in-home medical care, professional therapy, reliable assistance with daily tasks, or compassionate support through chronic or life-limiting conditions, Anywhere Care ensures individuals receive the help they need, wherever they are.

EverTrue Home Health

Home is where individuals rest and recover best. That's why world-class, skilled healthcare should be accessible no matter where someone lives. EverTrue Home Health delivers exactly that - the same level of care and support typically found in an acute rehabilitation facility, but within the comfort of one's own home. By sharing their goals and needs with the EverTrue team, patients and their families receive a personalized care plan designed to help them succeed in their health journey. The team also provides tools to support long-term wellness. Best of all, there's no long wait - EverTrue's compassionate and knowledgeable professionals are ready to begin care quickly.

Services Provided:

- Skilled Nursing Care
- Therapy Services

- Orthopedic Care
- Wound Care
- Home Health Aide
- Medical Social Worker Services

EverTrue Home Help

Many individuals value living independently, but when certain tasks become more difficult to manage alone, EverTrue Home Help is there to provide support. Often referred to as “Private Duty,” EverTrue Home Help connects clients and their families with trusted service providers for non-medical assistance, easing the burden on loved ones and allowing families to focus on quality time together.

Designed to be fully customizable, EverTrue Home Help offers support with chores, errands, personal care, and other non-medical needs - empowering individuals to maintain their independence more successfully and comfortably.

Home Help Services:

- Personal Care Support
- Medication Reminders
- Meal Preparation
- Light Housekeeping
- Help with Pets
- Escort to Appointments and Errands
- Companionship

EverTrue Hospice

Always honoring individual wishes, EverTrue Hospice provides compassionate end-of-life care tailored to each person's values and preferences. When curative treatments are no longer viable, EverTrue Hospice offers comfort through a wide range of supportive services. Families also gain peace of mind knowing that, after their loved one's passing, bereavement support continues to be available to help them navigate their grief.

Hospice Services:

- Symptom Management
- Support
- Faith
- Memorable Moments
- Music Therapy
- Bereavement

EverTrue Palliative

The pain and stress of a chronic condition can be just as challenging as the condition itself. EverTrue Palliative empowers individuals to continue pursuing curative treatments while also receiving compassionate comfort care aimed at relieving symptoms and improving quality of life.

Clients can trust that EverTrue Palliative team members are knowledgeable, respectful, and responsive. Their services include:

- Alleviating symptoms, including side effects of treatment
- Enhancing understanding of the condition and its progression
- Supporting spiritual needs
- Providing emotional support to cope with illness-related changes
- Assisting with treatment decisions and care coordination
- Identifying and connecting individuals with additional supportive resources

EverTrue PACE

Individuals can be part of an innovative model that allows them to live in their community while receiving the services they need to age well. The EverTrue Program of All-Inclusive Care for the Elderly (EverTrue PACE) is a proven, cost-effective approach led by an interdisciplinary team of healthcare professionals who provide holistic support both at home and at the EverTrue PACE center.

From comprehensive medical care to opportunities for social engagement, EverTrue PACE supports participants' physical and emotional well-being through a robust and coordinated network of resources.

PACE Services:

- Transportation
- Medical Care
- Medication
- Dining
- Personal Care
- Enriching Outings
- Therapy
- Music Therapy
- Mental Health Counseling and Crisis Intervention
- Case Management

Position Summary

EverTrue seeks a highly competent and experienced leader with a passion for serving older adults. The ideal candidate will have significant leadership experience in sales, business development, and marketing within a multi-site organization serving older adults. The successful candidate will create alignment across EverTrue's sales and occupancy growth efforts while building trust with EverTrue's senior leadership team, team members, residents, prospective residents, families, and the Board. Experience leading high-performing and engaged sales teams is a key competency for the role. Experience supporting growth initiatives, including new community affiliations, acquisitions, and market expansions, is preferred.

The Vice President of Sales at EverTrue will serve as the senior executive responsible for enterprise-wide sales strategy, occupancy growth, and revenue generation. The new Vice President of Sales will develop key sales and marketing metrics for the organization and will own strategic priorities related to lead generation, conversion, census growth, customer experience, and market penetration. The Vice President of Sales will be accountable for achieving occupancy and revenue goals across the portfolio and will lead system-wide sales efforts in the areas of prospect engagement, customer relationship management, sales processes, marketing effectiveness, brand positioning, and workforce development. Working closely with operational leaders, the Vice President of Sales will ensure a seamless and exceptional experience for prospective residents and their families from initial inquiry through move-in and ongoing engagement.

Reporting Relationships

The Vice President of Sales will report directly to the Chief Operating Officer and will provide leadership to EverTrue sales teams.

Responsibilities

The successful Vice President of Sales candidate will:

- Lead EverTrue's enterprise-wide sales growth strategy while developing and executing market-specific sales plans for each Life Plan Community and service line to drive occupancy, revenue growth, and market expansion.
- Drive performance excellence by establishing key performance indicators and monitoring occupancy, lead generation, conversion rates, pipeline activity, move-ins, revenue growth, customer satisfaction, and market penetration.
- Provide executive-level reporting and strategic analysis to the COO, senior leadership team, and Board regarding occupancy trends, revenue performance, sales pipeline activity, and key business risks and opportunities.
- Collaborate with finance and operational leaders to develop annual sales budgets, occupancy forecasts, pricing strategies, and revenue targets while ensuring accountability for achieving expected results.
- Optimize pricing and value-positioning strategies, including entrance fees and monthly service fees, to maintain competitiveness and maximize revenue opportunities.
- Partner with Marketing and Communications leadership to develop integrated go-to-market strategies, branding initiatives, advertising campaigns, outreach efforts, and demand-generation programs that strengthen lead generation and brand awareness.

- Analyze market trends, consumer preferences, customer insights, demographic shifts, and competitive dynamics to identify growth opportunities and recommend enhancements to products, services, and sales strategies.
- Standardize sales methodologies, processes, performance standards, tools, and CRM practices to ensure consistency and effectiveness across all communities and service lines.
- Design and lead comprehensive sales training and development programs focused on consultative selling, lead management, objection handling, and value-based sales techniques.
- Recruit and develop high-performing sales leaders and professionals in partnership with operational leadership, serving as a trusted resource on sales and revenue strategies.
- Coach and mentor sales leaders and team members, fostering a culture of accountability, collaboration, professional growth, and exceptional performance.
- Establish and oversee sales incentive and compensation programs that align individual performance with organizational objectives and growth goals.
- Cultivate strategic relationships with referral sources, healthcare providers, managed care organizations, community partners, and other stakeholders to expand business development opportunities.
- Direct move-in and transition programs that enhance the prospect and resident experience while ensuring a seamless journey from initial engagement through residency.
- Champion EverTrue's commitment to exceptional employee and resident experiences by aligning organizational strategies, policies, leadership practices, and resource decisions with service excellence standards.
- Ensure accountability for sales, occupancy, customer experience, and employee engagement outcomes while modeling integrity, transparency, and ethical leadership.
- Represent EverTrue as a visible ambassador at industry conferences, community events, networking functions, and strategic business development opportunities.
- Coordinate closely with operational leaders to ensure a seamless transition from prospect engagement to move-in, delivering an exceptional customer experience throughout the resident journey.

Goals and Objectives

The EverTrue Vice President of Sales must demonstrate meaningful progress within the first 18 to 24 months of their tenure. Key areas are listed below in no particular order of priority.

Leadership, Purpose, Culture, and Governance

- Establish personal and professional credibility, build strong relationships, and gain the trust and respect of EverTrue's residents, prospective residents, and families, CEO, Board of Directors, senior leadership team, team members, industry peers, referral partners, and external stakeholders.
- Adhere to EverTrue's faith-based mission, values, and culture. Lead in a manner that reflects the organization's values and customer-centered approach. Advance EverTrue's ongoing commitment to serving older adults and their families while supporting a culture of hospitality and service excellence.
- Inspire and lead in a manner that encourages sales excellence, accountability, collaboration, and sustainable occupancy growth across the organization.
- Lead with high ethics and integrity. Foster a culture that encourages engagement, innovation, and high performance among sales, marketing, and operational teams.
- Cultivate an environment that supports EverTrue's commitment to celebrating a diverse range of perspectives and backgrounds while ensuring equitable access and outreach to prospective residents.

Strategic Vision and Implementation

- Partner with the COO and senior leadership team to develop and execute a comprehensive sales strategy focused on driving occupancy growth, increasing lead conversion, strengthening referral relationships, enhancing customer engagement, and achieving revenue goals across all EverTrue communities and service lines.
- Establish key performance indicators, dashboards, and reporting systems that effectively measure sales performance, lead generation, conversion rates, customer experience, and return on investments.
- Support efforts to develop new strategic partnerships, referral relationships, affiliations, acquisition growth opportunities, and community expansion initiatives.
- Assess market trends, competitive dynamics, demographic shifts, and consumer preferences to identify opportunities for growth and enhanced market presence.
- Cultivate employee programs that support recruitment, retention, professional development, and succession planning within the sales functions.

Performance, Service, and Quality Excellence

- Implement strategies that drive occupancy growth, improve sales effectiveness, and ensure consistent performance across the system. Serve as a responsible steward of EverTrue's sales resources.
- Create sales processes, performance standards, and customer relationship management practices that enable teams to respond effectively to evolving market demands and consumer expectations.

- Develop tools and reporting mechanisms that measure occupancy, lead conversion, customer satisfaction, referral source effectiveness, and revenue outcomes.
- Work with the COO and senior leadership team to benchmark organizational sales performance and implement best practices that improve productivity, customer engagement, and market competitiveness.
- Collaborate with executive directors and operational leaders to ensure a seamless customer experience from initial inquiry through move-in and ongoing resident engagement.
- Promote an organizational culture of exemplary customer service and relationship-based selling. Partner with the COO, senior leadership team, and community leaders to achieve the highest levels of resident, family, and team member satisfaction.

Industry Leadership, Community Involvement, Philanthropy, and Advocacy

- Serve as a visible and collaborative ambassador for EverTrue at the local, regional, and national levels, promoting the organization's mission, services, and communities.
- Build and maintain strong relationships with healthcare providers, referral sources, community partners, industry associations, and other key stakeholders who influence occupancy growth and organizational success.
- Participate in philanthropic efforts for EverTrue as required; work collaboratively with the COO and EverTrue's philanthropic leaders to support the achievement of the organization's fundraising and community engagement goals.
- Ensure active participation and visibility in LeadingAge and other organizations that support and advocate for older adults at the local, state, and national levels.
- Represent EverTrue at conferences, networking events, and industry forums to strengthen the organization's brand, expand strategic partnerships, and share best practices in senior living sales and customer engagement.

Candidate Qualifications

Education/Certification

- Bachelor's degree in marketing, business, or a related field is required. A master's degree or equivalent senior-level experience is strongly preferred.

Knowledge and Work Experience

- Demonstrated five or more years of progressive senior-level sales leadership experience, with a proven record of driving revenue growth and leading high-performing teams.
- Achieved success selling senior living products and services, including entrance-fee Life Plan Community contracts and related offerings.
- Developed and executed market-specific sales strategies informed by market intelligence, customer insights, competitive analysis, and industry trends to drive occupancy growth, revenue expansion, and achievement of organizational objectives.
- Managed sales budgets, revenue forecasts, occupancy projections, and performance targets while maintaining accountability for measurable business results.
- Utilized pricing strategy, value proposition development, competitive positioning, and market analysis to strengthen organizational performance.
- Partnered with marketing and communications teams to implement integrated go-to-market strategies, demand-generation campaigns, branding initiatives, and business development efforts.
- Leveraged Customer Relationship Management (CRM) platforms, sales analytics, reporting tools, and performance dashboards to evaluate and improve sales effectiveness.
- Recruited, onboarded, developed, and retained high-performing sales leaders and professionals across multiple teams and locations.
- Designed and implemented sales training programs focused on consultative selling, lead management, objection handling, and value-based sales techniques.

Leadership Skills and Competencies

- Communicates effectively through exceptional verbal, written, presentation, and interpersonal communication skills with executives, boards, residents, customers, and external stakeholders.
- Leads strategically with expertise in enterprise sales planning, revenue growth, performance management, and cross-functional collaboration.
- Coaches and mentors teams to strengthen talent, improve performance, and foster a culture of accountability and continuous improvement.
- Builds collaborative partnerships across operations, finance, marketing, and community leadership to advance organizational objectives.
- Executes strategic initiatives, programs, goals, objectives, policies, and procedures that support long-term growth and operational excellence.

The Community

St. Louis, Missouri

The St. Louis metropolitan area is a thriving center of innovation, culture, and opportunity, positioning itself as a city for the next century. Named the No. 1 start-up city in America by *Popular Mechanics*, the region supports a vibrant entrepreneurial ecosystem anchored by the 200-acre Cortex Innovation Community, a hub for business, technology, and research. The metro area is home to seven Fortune 500 companies and a total of 15 Fortune 1000 firms, including Centene, Emerson Electric, and Edward Jones.

St. Louis' affordability, healthcare infrastructure, and livability are compelling. According to Greater St. Louis Inc., the cost of living is 10% below the national average, and the region features top-ranked hospitals like Barnes-Jewish and Mercy Hospital. The area's central location and accessible transportation make it attractive for both residents and businesses. The area's cultural and recreational offerings are equally impressive. Forest Park, larger than New York's Central Park, is home to the Saint Louis Art Museum, Saint Louis Zoo, Missouri History Museum, and Saint Louis Science Center—all with free admission. The City Museum features a 10-story slide, indoor caves, and a rooftop Ferris wheel, while the St. Louis Wheel at Union Station and the iconic Gateway Arch are must-see landmarks. The Delmar Loop, named one of the "10 Great Streets in America," offers eight blocks of unique shops, restaurants, art galleries, live music venues, and the St. Louis Walk of Fame. Sports fans enjoy year-round excitement with the St. Louis Cardinals (MLB), St. Louis Blues (NHL), and St. Louis City SC (MLS), whose games energize the entire metro area.

St. Louis is also gaining national attention as a culinary destination. Named "America's Next Great Food City" by *Travel + Leisure*, the region features diverse dining options, including the Food Hall at City Foundry STL and local favorites like Pappy's Smokehouse. Also highlighted by Berkshire Hathaway HomeServices, St. Louis is investing in smart infrastructure, sustainable development, and inclusive growth, making it a forward-thinking choice for organizations and individuals alike. With its blend of economic strength, healthcare excellence, cultural richness, and affordability, the St. Louis metropolitan area stands out as a strategic location for leaders seeking to expand their impact.

For more information: [St Louis: Plan Your Next Visit to St Louis Missouri](#)



Procedure for Candidacy

Please direct all nominations and resumes to Lisa DeSimone Arthur and Roxana Woudstra, preferably via e-mail, to rwoudstra@wittkieffer.com

EverTrue values diversity and is committed to equal opportunity for all persons regardless of age, color, disability, ethnicity, marital status, national origin, race, religion, sex, sexual orientation, veteran status or any other status protected by law.

The material presented in this leadership profile should be relied on for informational purposes only. This material has been copied, compiled, or quoted in part from EverTrue documents and personal interviews and is believed to be reliable. While every effort has been made to ensure the accuracy of this information, the original source documents and factual situations govern.

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