



# LUTHERAN LIFE

COMMUNITIES

**Senior Vice President  
Marketing, Sales and Business Development**

Leadership Profile

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**WittKieffer**

## Contents

<b>The Opportunity</b>	<b>01</b>
<b>Organization Overview</b>	<b>02</b>
<b>Position Summary</b>	<b>08</b>
<b>Goals and Objectives</b>	<b>09</b>
<b>Candidate Qualifications</b>	<b>10</b>
<b>The Community</b>	<b>12</b>
<b>Procedure for Candidacy</b>	<b>13</b>

## The Opportunity

Lutheran Life Communities (Lutheran Life), a respected senior living organization headquartered in the Chicago suburbs, seeks a strategic, collaborative leader to serve as its Senior Vice President, Marketing, Sales, and Business Development (SVP). Reporting to Lutheran Life Communities Chief Operating Officer, the SVP will arrive at an important time in the organization's history and will have the opportunity to strategically position the organization for future success. The SVP will lead efforts to advance the organization's business development and growth through the development of innovative, high-impact, and integrative marketing and sales strategies aligned with Lutheran Life's objectives and mission.

Lutheran Life is a faith-based, not-for-profit, multisite system of life plan communities and senior services. It serves the needs of residents in four communities, and through home and community-based services, in the states of Illinois and Indiana. Lutheran Life's dedicated and loyal staff is privileged to serve over 2,500 seniors of all faiths across the continuum. Lutheran Life enjoys a strong reputation and competitive market position. It has annual revenues of \$138 million, high resident engagement, a strong culture program, and satisfaction, and provides outstanding quality of care and service. Lutheran Life Ministries serves as the parent organization of Lutheran Life Communities and is governed by a highly committed and passionate Board of Directors. It is the 48th-largest multisite provider in the country, as ranked *LeadingAge Ziegler 200*. Lutheran Life is focused on service and performance excellence while committed to leading innovation to transform the field of aging. Lutheran Life's inspired call to serve creates an unparalleled atmosphere and delivers exceptional services desired by today's and tomorrow's seniors.

Lutheran Life has developed a legacy of always moving forward with intention, founded on the core value of their faith-based mission, while being inclusive of people of all faiths, backgrounds, and traditions. The new SVP will have the opportunity to build on the organization's dedication to innovation and empower Lutheran Life's commitment to exceptional, whole-person care and more. This role demands an executive with proven relationship-building skills, marketing savvy, and sales acumen, coupled with a focus on servant leadership and the gravitas needed to help lead a complex organization into the future.

Lutheran Life's SVP will have a deep knowledge of current and emerging marketing and sales practices, as well as a successful record of growth and new program development. The SVP will lead with integrity, high energy, and optimism and embrace a collaborative 'hands-on' approach. The SVP will offer an analytics-based approach to marketing and sales development and advance a best-in-class approach to customer relationship management. Utilizing data and enhancing systems and professional development will be key priorities for the new leader. A passion for serving seniors, along with alignment and commitment to Lutheran Life's mission and values, is essential for success.

To express a personal interest in this position or to submit a nomination, please refer to the Procedure for Candidacy at the end of this profile.

## Organization Overview

Lutheran Life Communities (Lutheran Life) has been serving older adults and their families for more than 130 years, founded in 1892 when a faithful Lutheran pastor, Rev. August Reinke, and a community of lay people responded to God's call to care for aging family, friends, and neighbors. It is a legacy of always moving forward with intention, founded on the core value of our faith-based mission while being inclusive of people of all faiths, backgrounds, and traditions. Every day is enriched with experiences for residents, families, and team members who believe life is better when living together in the community.

### Mission and Core Values

Lutheran Life's heritage influences its sense of mission and purpose and serves as the foundation of its core values.

#### Mission

Empowering vibrant, grace-filled living across all generations.

#### Core Values

- **Compassion:** The compassion of Christ is taught and exemplified throughout Lutheran Life Communities.
- **Excellence:** The quality of communities and services honors Jesus Christ and the dignity of all we serve.
- **Learning and Innovation:** Organizational learning and staff growth result in innovation and improvement in all that we do.
- **Stewardship:** The wise investment of resources honors God and benefits all whom we serve.



## Communities and Services

For over 100 years, the organization's senior living options grew at one location, the Lutheran Home in Arlington Heights, Illinois. Today, the system has grown to include four campuses and is the 48<sup>th</sup> largest multisite provider in the country, as ranked by *LeadingAge Ziegler 200*. Lutheran Life offers independent living options in spacious single-family villas as well as apartment homes. Assisted living, short-term rehabilitation, memory care, skilled rehabilitation and residential skilled healthcare round out on-campus continuum of care options. Lutheran Life Communities also operates a home care service, adult day club, and an intergenerational childcare program.

### Communities

#### Luther Oaks – Bloomington, Illinois



Designed and built from the ground up by Lutheran Life Communities, every detail at Luther Oaks—from the architecture and landscaping to the extensive list of conveniences and amenities—reflects its commitment to creating a lifestyle that will exceed resident expectations every day. Residents, family members, and their guests are consistently delighted by Luther Oaks' hospitality-centered atmosphere. The continuum of care includes:

- Residential Healthcare, Short-Term Rehabilitation: 19
- Assisted Living and Assisted Living Memory Support: 57
- Independent Living: 90

## Lutheran Home – Arlington Heights, Illinois



For more than 134 years, Lutheran Home has been setting the standard in senior living. As the birthplace of Lutheran Life Communities, Lutheran Home has earned a reputation as one of the nation's finest senior living communities through consistent emphasis on innovation and preparation for the next generation of seniors. The continuum of care includes:

- Residential Skilled Care, Short-Term Rehabilitation, and Memory Support Continuum: 376
- Assisted Living: 100

## Pleasant View - Ottawa, Illinois



Pleasant View is the first and only Continuing Care Retirement Community (CCRC) in Ottawa—and the area's only faith-based CCRC offering independent living, assisted living, healthcare/skilled nursing, memory support, and physical, occupational, and speech rehabilitation therapies. The continuum of care includes:

- Residential Healthcare, Short-Term Rehabilitation, and Memory Support: 90
- Assisted Living: 41
- Independent Living: 34

## Wittenberg Village – Crown Point, Indiana



Wittenberg Village offers the best in retirement living today and peace of mind for the future through its full continuum of care. With 47 spacious acres and abundant green space, the community has easy access to Chicago and Lake Michigan. The continuum of care includes:

- Independent Living: 109
- Assisted Living: 33

## Community Services

**Shepherd's Flock Day Care & Preschool** - Shepherd's Flock Intergenerational Child Care Center provides childcare and developmental education for children ages six weeks to kindergarten. On the campus of Lutheran Home in Arlington Heights, Shepherd's Flock offers a unique opportunity for children to interact with nearly 500 "grandmas and grandpas" in a full calendar of special events and programs. Shepherd's Flock is proud to offer a developmental childcare program geared toward building a positive self-image in the child. Emphasis is placed on developing spiritual, social, emotional, physical, and cognitive skills through self-led play. Low, open shelving is used to spark inspiration and imagination, creating learning centers of art, blocks, science, math, manipulative games, dramatic play, music, books, and language. We encourage children to freely explore and then initiate their own activities. A Christian Education is provided as part of the daily curriculum through Bible stories, related music, and crafts. Teacher-child relationships are geared to provide an atmosphere of love and understanding, while emphasizing the welfare and personality development of each child and their family.



**Cherished Place Adult Day Club** - Cherished Place is a unique adult day club that offers therapeutic activities and individualized services in a group setting for older adults with a variety of care needs. One of the few programs of its kind in Arlington Heights, Cherished Place focuses on the individuality of each club member with activities tailored to their abilities and interests. Programs include healthy and therapeutic activities, excursions, games, art, and peer engagement — all at a convenient location on the Lutheran Home campus. Transportation services are also offered to pick up clients, providing even more convenience to spouses and family members caring for their loved ones.

**MySolutions** provides Home Care support services in the communities that surround our campuses, as well as within Lutheran Life Communities.

### Community Impact

Lutheran Life is proud of its legacy of volunteerism, both internally and externally. In 2018, 500 volunteers contributed over 41,000 hours of volunteer service. Additionally, Lutheran Life has been a long-standing and dedicated corporate sponsor of Honor Flight Chicago.

### Lutheran Life Communities Foundation

Founded in 1993, the Lutheran Life Communities Foundation is a 501(c)(3) public charity and the philanthropic organization of Lutheran Life Communities, a faith-based nonprofit providing residential, health, and spiritual care for seniors. The Foundation functions as a supporting organization, directing donor generosity to strengthen the residents and operations of each Lutheran Life community. Its purpose is to empower vibrant, grace-filled living for every resident—funding benevolent care for those who have exhausted their financial resources, as well as chaplaincy programs, campus renewal, and caregiver support. Working in close partnership with Lutheran Life Communities, the Foundation ensures that philanthropy directly sustains both immediate resident care and the long-term vitality of its communities.

Philanthropy is especially critical in today's environment. With increasing longevity, rising health care costs, and greater numbers of residents outliving their financial means, donor support fills the gap between what fees can cover and what compassionate, comprehensive care truly requires. The Foundation also supports wellness initiatives, memory support, and intergenerational programs. In fiscal year 2023, the Foundation raised more than \$2.4 million and managed nearly \$12 million in assets, demonstrating strong stewardship and the vital role of giving. The Foundation is governed by a dedicated Board of Directors that provides oversight, accountability, and strategic guidance. The CEO of Lutheran Life Communities also serves on the Board, ensuring close alignment between the Foundation and its parent organization.

## Position Summary

The Senior Vice President, Marketing, Sales, and Business Development will lead all aspects of marketing, sales, and business development for Lutheran Life Communities. Enhancing Lutheran Life's brand and building census across the organization are key priorities for the new leader.

The SVP is responsible for oversight, development, integration, and implementation of a broad range of marketing and sales activities aligned with Lutheran Life's strategic direction and positioning. This role serves as an internal and external ambassador for the organization and will build strategic marketing, sales, and business development strategies. The goal of this role is to advance the organization's growth efforts in alignment with the mission.

## Reporting Relationships

This position reports to Amy LaCroix, Chief Operating Officer of Lutheran Life Communities. The Vice President of Sales and Marketing is a direct report to this position.

## Responsibilities

The successful Senior Vice President, Marketing, Sales, and Business Development candidate will:

- Develop and implement integrated marketing, business development, and sales strategies aligned with Lutheran Life's organizational goals.
- Create comprehensive marketing plans that generate qualified leads and support annual sales and move-in targets.
- Identify business development and partnership opportunities that will drive program development and census growth.
- Oversee traditional and digital marketing campaigns (including social media) that position the organization as a market leader.
- Direct the development of print and digital collateral, website content, annual reports, and multichannel campaigns across Lutheran Life.
- Ensure strong brand consistency across all communications and touchpoints.
- Research, test, and implement new promotional avenues to reach target audiences.
- Partner with the COO to train and improve the effectiveness of the current sales teams.
- Establish annual sales strategies, goals, staffing plans, and performance standards for Lutheran Life's sales teams.
- Leverage technology to improve departmental efficiency and maintain a strong financial model.
- Stay informed on industry trends to maintain and advance Lutheran Life's competitive position.
- Serve as an active member of the executive leadership team, contributing to organization-wide strategies and planning efforts.
- Select, manage, and coordinate external consultants and agency partners.

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## Goals and Objectives

The following goals and objectives have been identified as priorities for this position within the first 12-18 months:

### Leadership, Purpose, Culture, and Governance

- Develop personal and professional credibility with Lutheran Life's Chief Executive Officer, Chief Operations Officer, executive leadership team, Board of Directors, staff, patients, and families.
- Build productive relationships with key internal and external constituents. Lead in a manner that aligns with Lutheran Life's mission, vision, and values. Foster and model values that promote excellent care.
- Communicate the organization's goals to Lutheran Life's staff. Assess the current marketing and sales initiatives and identify opportunities to build collaboration, consistency, and efficiency within the marketing and sales teams—coach and mentor Lutheran Life's sales and marketing teams to foster strong accountability.

### Strategic Vision and Implementation

- In collaboration with Lutheran Life's Chief Executive Officer, Board of Directors, and executive leadership team, develop strategies and partnerships that are aligned with the organization's mission, vision, and values, including expansion, growth, and improved census.
- Partner with Lutheran Life's COO and sales, marketing, and communications teams to develop data-driven sales, marketing, and communication frameworks that align with Lutheran Life's strategies, strategic planning, and budgeting cycles.
- Educate staff on Lutheran Life's current and prospective markets, including knowledge of current and emerging competitors and opportunities to grow existing and new markets.
- Build value-based partnerships with regional payers and providers.
- Advance an innovative external and internal brand vision that reinforces Lutheran Life's strategic priorities and highlights Lutheran Life's differentiators and strengths with employees, residents, and community and regional partners.
- Review Lutheran Life's current sales and marketing procedures; utilize and develop analytics, dashboards, tools, and scorecards to measure results and impact.

### Community Engagement and Presence

- Be viewed as a marketing, sales, and business development leader within the state of Illinois and across the region.
- Promote Lutheran Life's extensive services in the community by acting as a liaison with community providers, payers, and partners.
- Attend Board Meetings (as required) and present materials to Lutheran Life's Board of Directors as needed.

## Candidate Qualifications

### Education/Certification

- Bachelor's Degree in marketing, business, or related field; Master's Degree preferred.

### Knowledge and Work Experience

- At least 10 years of progressive leadership experience in marketing and sales management roles.
- A minimum of five years in an executive-level position overseeing marketing, sales, and communications functions.

### Leadership Skills and Competencies

- Outstanding oral and written communication skills, including active listening, excellent presentation skills, and a transparent style. Possesses a persuasive and passionate communications style and exceptional public speaking skills. Seeks input and ideas from others.
- Strong work ethic, including demonstrated self-initiative and self-confidence. Demonstrates resourcefulness and exhibits intellectual curiosity.
- Ability to drive alignment and accountability to establish a culture of performance and service excellence.
- Strategic mindset, focused on driving integration of care and care coordination across the healthcare continuum.
- Strong business acumen with a proven history of making good decisions to promote growth. Demonstrates intellectual horsepower and nimbleness in leading and adjusting strategies to overcome unexpected market challenges and achieve goals.
- Leads with conviction and makes the right decision for the organization while upholding ethics, values, and adhering to regulations and legislation. Hires top talent and develops high potentials for succession planning.
- Trusts team to deliver, stays current without micromanaging. Creates a diverse environment of openness, honesty, respect, fairness, and inclusiveness where others are encouraged to share feedback and ideas and are motivated to do their best.
- Inspires others to persevere, troubleshoot, find solutions, and overcome challenges. Creates a culture where others collaborate to meet or exceed performance expectations and measurable organizational goals.
- Understands budgeting, proformas, net operating margins, and other financial tools, as well as financial elements of resident agreements, to best support and align foundation strategy with internal business needs and internal resident and responsible party philanthropic goals.
- Authentic and ethical leader. Displays gravitas and humility while being driven to succeed. Models the values and exhibits a demonstrated commitment to the mission.
- Visionary forward thinker who is intentional and intrigued by potential growth possibilities.
- Approachable and visible leader committed to engagement with the Board, staff, residents, and other key internal and external partners.
- Possesses change management expertise; knows how and when to introduce change. Communicates the reasons behind decisions transparently and collaboratively. Not afraid to tackle big issues.

- Passion for working with older adults.

## The Community

### Arlington Heights, IL

A northwestern suburb of Chicago, originally settled in the 1830s, was known as Dunton, named after its first landowner, William Dunton. This small farming community quickly attracted settlers drawn to its fertile land and proximity to Chicago. In 1854, the arrival of the Illinois & Wisconsin Railroad (later part of the Chicago & North Western Railway) was a game-changer. It connected the area to Chicago and spurred economic growth, bringing new businesses and residents.

By the start of the 20th century, Arlington Heights had about 1,400 inhabitants, and it continued to grow slowly, with many farms and greenhouses, after World War II. By then, Arlington Heights was also known for Arlington Park, a racetrack founded in 1927 by the California millionaire Harry D. "Curly" Brown on land that had once been 12 farms. Arlington Park Racetrack, home of the Arlington Million, a Breeders' Cup qualifying event, also hosted the Breeders' Cup World Thoroughbred Championships in 2002. The Racetrack closed in 2021.

A population explosion took place in the 1950s and 1960s, when the spread of automobile ownership, together with the expansion of the Chicago-area economy, drove the number of people in Arlington Heights. Location is a key reason why Arlington Heights has become one of Chicagoland's largest suburbs and why nearly 78,000 residents and thousands of companies call this community home. Arlington Heights is easily accessible by land, air, and commuter rail: minutes off four major expressways, just eight miles northwest of O'Hare International Airport, and only 45 minutes from downtown Chicago. Regular stops at Arlington Heights' two Metra train stations get business commuters to downtown Chicago in 33 minutes during rush hour. Arlington Heights has experienced a recent boom in the development of condos, restaurants, and other businesses in the Central Business District or downtown area of Arlington Heights, with restaurants experiencing the greatest overall success.

For more information, visit [Welcome to Arlington Heights, IL.](#)



## Procedure for Candidacy

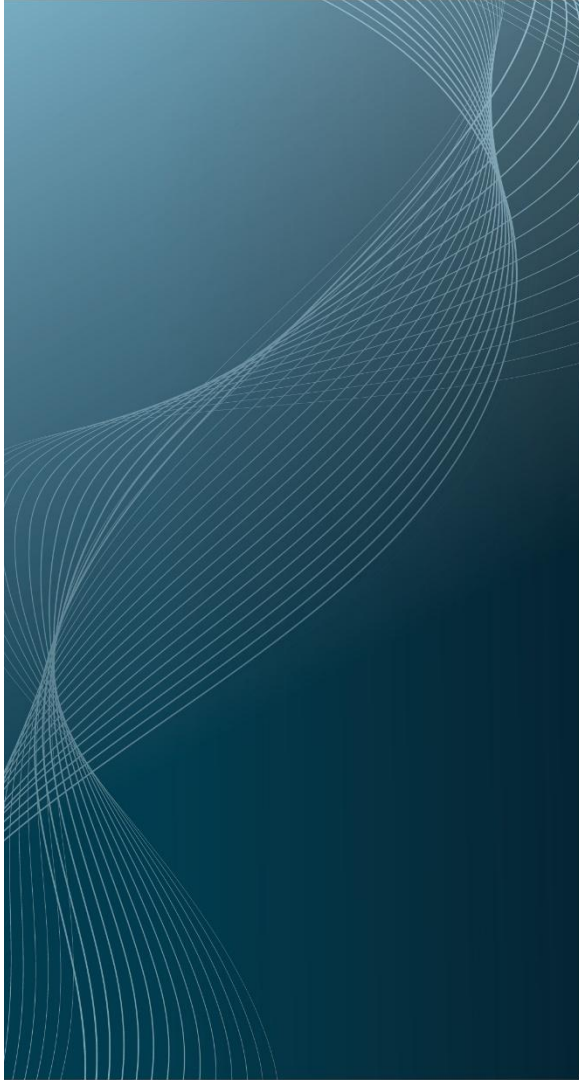
Please direct all inquiries, nominations, and applications to WittKieffer Consultants Lisa DeSimone, Arthur, and Roxana Woudstra through the WittKieffer Candidate Portal or via email to [RWoudstra@wittkieffer.com](mailto:RWoudstra@wittkieffer.com).

*Lutheran Life Communities 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 anticipated salary range for this role is \$225,000-\$275,000, plus benefits, commensurate with experience.*

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