

Jacqueline Lusson Smith

480-993-8564

2012 — 2020 — Sun Health Senior Living Corporate Director of Sales and Marketing

- In charge of sales for 3 Life care communities in the West Valley
- At 82% occupancy in 2012, today 96% occupancy
- Built TC from ground to complete fill up in 2 years, this property is now 100% with a waitlist
- Renovation of 20-year- old community, revenue from sales has been able to pay for complete renovation because of increased volume of sales, currently at 93'». This property was at 60% in 2012. Occupancy was at 100% in 2020.
- Sales team of 4 at each community — directly reported to Corporate Director of Sales and Marketing.
- This position includes Operation Management of all teams, plus working closely with construction develop of the property.

2010 —2012 — Executive Director- The Citadel

- 60a» occupancy in AL and IL when I was hired.
- Achieved 95% occupancy in IL and a wait list for AL within 6 months
- Involved in all areas of Operations running this property
- Immediate assessment and turn around with staff- allowed me to turn this community into a highly effective campus.

2006 to 2010 — Executive Sales Director for Classic Residence by Hyatt — Silverstone

- From ground to build —
- We were able to break ground in 14 months because of the volume of sales
- Had a team of 4 Residency Counselors and 1 support staff.

2000 to 2006 - National Director of Sales Training — American Retirement*

- Originally hired as Regional Director of Southwest — AZ, CO
- Brought occupancy up from 75% to 87% within 1 year
- Then promoted to National Director of Sales Training and Operation Training.
- Primarily my duties were to travel from Region to Region throughout the United States, training.
- Properties that needed to be turned around, I would take on and make the necessary changes, hire and train new staff etc. then turn over to Regional team in place of that region

1987- 2000— Regional Director of Sales and Marketing for Marriott Senior Living

- Original position was Executive Director of a free-standing AL that had stayed at 50% for 2 / year. I was able to hire my own team and brought occupancy to budge in 6 months.

- Created a wait list for this property after it was at 50% for 2 ½ years. Hired trained and worked with the right people to get this community stable and then a wait list.
- Promoted to Regional Director of Operations, opened 9 free standing AI's
- After two years of Operations, I was asked to take over 13 properties in Southwest Region, which consisted of Arizona, Colorado, Utah and New Mexico
- Operations/Sales of developing 6 new Properties from ground to finish development of property. During this time, hire, train all employees. At his time timing was critical as we were on a time frame to have all employees hired, certified and trained in all areas of operation. Critical piece was to have Sales Department have all records completed to be ready for having new residents moved in at specific times, and to make sure have the staff (caregivers) Housekeeping, Dining ready for the number of people moved in on a daily day.
- Because of the success of the 6 properties, I was asked to be Certified as a Sales/Operation Trainer. Marriott paid for this education.
- Was the Sales Trainer at Marriott University, held Sales trainings throughout the United States.
- My primary focus as a Corporate Director of Sales is to lead the Sales/Marketing and Operation and Marketing efforts forward.
- Immediately create a plan to meet occupancy goals and exceed budgeted goals.
- Work closely with Operations to make sure that the entire team in each community is on board, supporting Sales and Occupancy **(Everybody sells!)**
- Create a sales training for all teams to be speaking and working together to bring the community to success.
- Work together with Operations to create a Marketing Plan for all community plans, and evaluate its effectiveness and change when necessary.

Education:

High School

GCC - 2 years -AA in Business Administration

Certified Sales and Operations trainer- by Wilson Training Certified Senior Advisor - through Society of Senior Advisors

Gold Achievement Award from NAHB -55+ Housing. (This was a National award) 2017

Personal:

Hobbies, very involved with Crisis Nursery, ANPAD, Southwest Wildlife