

Siân Stevens

Siân has spent the last eight years planning and leading the execution of sales and marketing strategies in the senior living industry. During this time her focus has been on developing marketing plans that capitalize on the unique personality of each community, and training sales teams to close more sales by building relationships with each prospect through consistent and compassionate communication.

Relevant Experience:

- Conducting marketing audits for senior living providers.
- Creating and implementing marketing plans and strategies.
- Hiring and training sales team members to drive results.
- Setting goals and designing motivational contests that encourage success and a positive team atmosphere.
- Producing marketing concepts and copy for effective advertising campaigns.
- Collaborating with advertising agencies in the delivery of polished and successful marketing materials.
- Working with web designers to coordinate each community's online presence with its marketing plan.
- Media planning, ad placement and public relations.
- Creating, reviewing and managing budgets for sales, marketing and development.
- Managing relationships between marketing, architects, construction and interior design during development projects.
- Developing stellar presentations, and coaching teams to deliver them.
- Encouraging effective communication between Marketing and Board Members.
- Conducting consumer research, including traditional mail and online surveys as well as focus groups.
- Identifying key networking and cross-marketing opportunities within the greater community.
- Participating in strategic analysis sessions for senior living providers.
- Marketing, sales and operational management experience with independent living, assisted living, memory support, and nursing care.
- Coordinating successful move-in processes during expansion projects.
- Implementing lead management software, and analyzing lead source and demographic data.

Education:

Siân received a Bachelor of Arts at the University of Wisconsin - Madison.