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NEW LIFE PROMOTES MAUREEN ANDERSON

Mt. Laurel, New Jersey – New Life Management & Development, Inc., a national consulting firm specializing in planning, developing, marketing and management of high quality retirement living communities, announced the promotion of Maureen Anderson to Senior Vice President of Marketing.

“New Life is promoting Maureen Anderson in recognition of her contributions to organizations that we serve, her unwavering dedication and commitment to quality while overseeing so many marketing responsibilities for clients of New Life,” said Josie Kingsley, Principal. “Maureen is a stellar marketing professional in senior living.”

“I am thrilled to support our clients and play a role in helping to build vibrant communities,” said Maureen Anderson. “The opportunity to help seniors make new lives in our communities inspires me, as does working with so many skilled professionals who have such a passion for this field.”

Maureen currently oversees marketing responsibilities for a large number of New Life’s not-for-profit clients. Her responsibilities include market planning, development, oversight, recruitment and sales training, project planning, survey and focus group design, and budget development. In her new position, she will continue presenting at conferences and expand her national reach by helping to develop an ever-expanding client base for New Life. She has more than 20 years of experience in sales, marketing, management and development, and is a licensed real estate broker. She previously sat on the Retirement Housing Subcommittee and Task Force of the New York Association of Homes and Services for the Aging and other senior organizations. She has also served on the Board of Directors of numerous service organizations, including Rotary, and is an active member of various Chambers of Commerce.

New Life Management & Development, Inc. is headquartered in Mount Laurel, New Jersey, with offices throughout the United States. For more information about New Life, please visit www.nlmnd.com or call 856-914-9111.

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