

**John H. Cochrane III, President and CEO, HumanGood**

As president and chief executive officer of HumanGood, John Cochrane is responsible for the strategic direction of the company, overseeing operations and serving as the primary liaison to the HumanGood Board of Directors. With the recent affiliation with Presby's Inspired Life, HumanGood now operates 21 life plan communities and 95 affordable housing communities in six states serving more than 13,000 residents. HumanGood is the sixth largest nonprofit senior living provider in the country and carries a Fitch rating of A- with a stable outlook on its core California-based credit.

Previously, Cochrane worked for Lifespace Communities, where he served as chief operating officer overseeing 11 retirement communities in seven states. Cochrane previously worked as a practicing attorney specializing in real estate and finance. He has his law degree from Northwestern University and a bachelor's degree in political science from Northern Illinois University.

**Stephanie Helm, Director, MassCyberCenter**

Stephanie Helm is the first director of the MassCyberCenter at the Mass Tech Collaborative. The Center supports the Massachusetts cybersecurity ecosystem while fostering cybersecurity resiliency within the Commonwealth. A career naval officer, she served as a cryptologic/information warfare officer. Prior to joining Mass Tech in 2018, she was a consultant with the U.S. Naval War College, supporting war gaming efforts to integrate cyberspace operations into plans and operations.

**Alison Kennedy, Outreach Program Manager, MassCyberCenter**

Alison Kennedy is the Outreach Manager at the MassCyberCenter at the Massachusetts Technology Collaborative (MassTech). Ms. Kennedy is charged with engaging MassCyberCenter public and private stakeholders to strengthen cybersecurity awareness, to promote collaboration within the Massachusetts cybersecurity ecosystem, and to champion innovation and to grow the workforce.

Ms. Kennedy brings an enthusiasm for technology and resiliency to the MassCyberCenter and is excited to help build the Commonwealth's cybersecurity ecosystem.

Prior to joining MassCyberCenter, Ms. Kennedy began her career in public service working for the Obama Administration at the U.S. Department of Energy. During her tenure at the DOE, Ms. Kennedy developed a passion for national security issues and recognized the importance of public-private partnerships. Following the end of the Administration, Ms. Kennedy began working with the National Rural Electric Utilities Association, to support electric cooperatives improve their cyber and physical security.

In August 2017, Ms. Kennedy returned to New England to earn her Master's in Cybersecurity Governance and Policy at Boston College. While pursuing her Master's, Ms. Kennedy started her own consulting business to continue supporting cybersecurity policy and outreach.

**Michael Marlow, Sales Engagement Manager, Life Care Services  
President of The Marlow Group**

Michael Marlow has been involved in the Senior Living industry for over 28 years beginning his career with Hillhaven. He has served in various sales training and senior sales management roles with Vencor, Atria and Brookdale. These roles have ranged from interim sales manager to Regional Sales and Marketing Director to Assistant National Director of Sales to National Vice President of Sales. Mike currently works for LCS as a Sales Engagement manager. Mike is also the President of The Marlow Group, a consulting company serving Senior Living providers for the past sixteen years.

He is also a nationally published author and frequent national and international lecturer with many groups including Leading Age, Argentum and dozens of other Health Care organizations. Mike is also the author of an ALFA "Best of the Best" award winning sales training program in 2014.

Michael is a proud graduate of the University of Kentucky and lives in Louisville, KY. He is married with two grown children; Bradley, a Physical Therapy Assistant at Beacon Orthopedics in Erlanger, KY and Jill, an Occupational Therapist at Skyline Medical Center in Nashville.

**Mary Curlew, Community Education and Training Specialist for Services for Older Adults,  
JF&CS**

Mary Curlew, LICSW, is the Community Education and Training Specialist for Services for Older Adults at JF&CS. She is a Mental Health and Housing team member through JF&CS providing training and consultation for staff and residents in independent senior housing and related agencies. Mary has over 20 years' experience providing mental health services and training in a variety of settings. Her specialties include trauma informed care, older adult behavioral health, caregiver support and holistic approaches to health care. Mary is a graduate of Boston College's Graduate School of Social Work and has advanced training in Eye Movement Desensitization Movement Reprocessing (EMDR), Cognitive Behavioral Therapy (CBT), Dialectical Behavior Therapy (DBT) and mindfulness.

**Denise Boudreau-Scott, President, Drive**

Denise Boudreau-Scott is President of Drive, which helps aging services organizations improve the resident and staff experience, and the bottom-line, through more engaged leaders and employees.

A former nursing home and assisted living administrator, Denise co-founded and is chairperson of the New Jersey Alliance for Culture Change, a member of NAB's Exam Writing Committee, and former board member of the Pioneer Network.

Denise received her Bachelor of Science in Gerontology from the University of Scranton and her Master in Health Administration from Cornell University where she serves as a student mentor and speaker. She is proud to share that she started off her career as a dietary aide and nursing assistant.

**Suzanne Pugh, President and Chief Executive Officer, Aldersgate**

Suzanne Hodge Pugh, NHA, ALA, CMP – President and Chief Executive Officer has been on staff at Aldersgate UMRC, Inc. for 24 years. Ms. Pugh served as the Director of Marketing for over ten (10) years and then received her Nursing Home Administrator's license and her certification as an Assisted Living Administrator, and was named the Chief Operating Officer. In 2011, Ms. Pugh became President and CEO and continues to serve in that role today. Ms. Pugh is a 2012 alumnus of the LeadingAge Leadership Academy and she also serves as Chair on the Board of Directors for LeadingAge North Carolina. She serves on the Board of the United Methodist Association, as well as on the board member for Charlotte Will, a non-profit dedicated to raising awareness around poverty and socioeconomic mobility in the Charlotte area. She enjoys spending time with family and loves to mountain bike, kayak and fish with her son, Wyatt.

**Scott Code, Senior Director of LeadingAge Center for Aging Services Technology**

Scott assists with shaping and executing LeadingAge CAST's strategies and work plans to expand and lead CAST's network. He is responsible for increasing CAST's exposure and coordinating technology initiatives that aim to identify barriers and opportunities to facilitate the use of technology in an aging society, including coordinating state-level activities in partnership with LeadingAge's State Affiliates.

Prior to joining LeadingAge CAST, Scott spent 7 years at SelfHelp Community Services in NY. Scott has become an expert in leveraging technology to help older adults stay independent and socially engaged. Scott has master's degrees in gerontology and business, providing him with the ability to both evaluate and implement new technology across the care continuum. Scott's most recognized program, SelfHelp's Virtual Senior Center founded in partnership with Microsoft and New York City, provided unique programs for New York City's senior citizens and garnered both national and international attention.

**Mellany Hanson, Director of Lifestyle Department, Vi at La Jolla Village**

Mellany Hanson is the Director of the Lifestyle Department at Vi at La Jolla Village. Under Mellany's leadership, Vi at La Jolla Village has shown an increase in resident satisfaction scores, increased resident-run programming, and an increased variety of exercise programs including functional fitness, fall prevention, and balance training classes. While serving as Director, Vi at La Jolla won the 2014 San Diego Healthcare Champion Award, 2016 President's Council on Fitness, Sports & Nutrition, Community Award and the 2019 ICAA Beacon Award. Prior to VI, Mellany worked for HealthMarkets as Director, Consumer Advocacy Tools, Customer Experience/Wellness Programs in Norwalk, Connecticut. She initiated and implemented the company's first web-based health and wellness program. While living in Connecticut, Mellany worked for Boehringer Ingelheim as Associate Director of Managed Markets. Mellany re-designed and directed all aspects of the chronic obstructive pulmonary disease (COPD) product. This included directing marketing to the Veterans Administration and Department of Defense. Mellany received her B.A. in Adult Fitness from Marshall University in Huntington, West Virginia. She received her M.S. in Gerontology from the College of New Rochelle, New Rochelle, New York. Mellany earned ICAA's Leadership in Wellness Management certificate in 2019.

### **Joe Velderman, Vice President of Innovation, Cypress Living**

Joe Velderman serves as the Vice President of Innovation at Cypress Living - supporting Cypress Cove and Cypress at Home. As VP of Innovation Mr. Velderman has an external focus, leading IT-powered digital innovation, while building and supporting the innovation capabilities of the organization. In addition to the innovation efforts, Joe is responsible for all technology operations within the Cypress brand; guiding strategy and direction for all infrastructure, enterprise applications, and data initiatives.

### **Brett Ortega, VP of Community Technology, HumanGood**

Brett Ortega is the Vice President of Community Technology for IT. In that role he is responsible for investigation, strategic planning, and oversight of the company's use of voice, video, security, and life safety services focused around the Resident's needs. Brett leads the 20-member "OneTeam" IT Customer Service team through day-to-day operations, helpdesk work orders, and special projects. He is always looking for ways to enhance the lives of HumanGood team members and residents through the use of technology and services. Brett supports all 21 Life Plan Communities, 97 Affordable Housing Communities, and four community support centers. Brett has a varied background. After growing up in Southeastern Michigan, he spent twelve years in the US Army, and worked as a Haberdasher and a Certified Gemologist. He has been with HumanGood for eighteen years in a variety of technical positions including Network Engineer, Project Manager, and Community Technology Services Manager.

### **Shelonda Darling, Workforce Retention Strategist, Crescendo Strategies**

Workforce Retention Strategist Shelonda Darling helps organizational leaders identify what's happening with the current employment landscape and she shifts manager mindsets so they can better lead and retain today's new workforce. Her real-world, engaging approach makes managers more effective in their roles!

She has used her expertise in a variety of corporate teams: Training and Development, Employee Engagement, HR Communications, and Corporate Communications, where she has discovered the power in storytelling that gives employees a sense of belonging and pride in their company.

And as an early Millennial herself, she sits in the sweet spot for bridging the generational gaps because she can speak to both the expectations of traditional managers and the evolved expectations of today's new workforce.

### **Matt Nash, Vice President of Strategy and Business Development, Preferred Therapy Solutions**

Matthew Nash is the Vice President of Strategy and Business Development for Preferred Therapy Solutions (PTS). Matt focuses on the impact of regulatory and reimbursement changes to post-acute providers, meaningful use of therapy outcomes and quality measures, and strategic planning for Preferred Therapy Solutions and its partners.

Matt brings over 18 years of management experience in the post-acute healthcare industry and combines his clinical and operations experience along with a data-driven analytical approach to

assist Preferred Therapy Solutions' partners position themselves for success in the ever-changing healthcare industry. He holds a Bachelor of Science Degree in Physical Therapy from Northeastern University and has experience in sub-acute, long-term, and outpatient rehabilitation.

He has worked alongside other industry leaders and experts analyzing PDPM to gain a thorough understanding of the changes necessary for success. Matt has presented on PDPM at multiple conferences, summits, and state association meetings. In addition, Matt has hosted several educational webinar series for SNF providers and state associations. Matt is an active member of the National Association for the Support of Long-Term Care, an advocacy association based in Washington DC focusing on legislative and regulatory matters that impact providers in the post-acute and long-term care settings. This association has allowed Matt to collaborate with industry leaders from across the country on various topics such as the IMPACT Act, SNF QRP, and VBP, and of course, PDPM.

**Gerard Soucy, Clinical and Community Educator, Good Shepherd Community Care**

Gerard Soucy, RN, CHPN is a Clinical and Community Educator with Good Shepherd Community Care. He is an expert nurse with experience in critical care, hemodialysis, and hospice. He is licensed in Massachusetts (RN), certified in hospice and palliative nursing (CHPN), and trained in the curriculum developed by the End of Life Nursing Education Consortium (ELNEC). He was the primary caregiver for his wife, Jeanne, through their Alzheimer's trajectory from her diagnosis of mild cognitive impairment in 2010 to her death in 2016.

**Jeremy Tavares, Senior Vice President, Culinary and Support Services, NexDine**

Jeremy brings over 15 years of global culinary vision and expertise to NexDine and leads the company's commitment to culinary and operational excellence. He and his team are responsible for driving food and technology innovation, ensuring NexDine's exacting standards of quality and authenticity are maintained, and providing team members with training and resources necessary to exceed our customers' expectations. Jeremy is a graduate of Johnson & Wales University.

**Jodi Eyigor, Director, Nursing Home Quality and Policy**

As the Director, Nursing Home Quality & Policy Jodi is responsible for the analysis of health policy and regulatory changes related to long term care providers and in particular nursing homes. She develops and advocates LeadingAge's position on those issues. Jodi is an integral member of LeadingAge's Public Policy and Health Services team.

Jodi has a BA in Social Work from Bethany College and a Master of Arts in Mental Health Counseling from West Virginia University.

**Carol Silver Elliot, President and CEO, Jewish Home Family**

Carol is the President and CEO of the Jewish Home Family, a continuum of services for older adults located in northern Bergen County New Jersey. She began her career in acute care and transitioned to the world of elder care services in 2007. She is a past board chair of the

Association of Jewish Aging Services and is the current chair of the national board of LeadingAge. She has served on the board of LeadingAge Ohio and is a board member of LeadingAge New Jersey and Delaware. A skilled communicator, Carol blogs regularly for LeadingAge and for the Times of Israel. She speaks frequently on both healthcare and personal growth topics.