



Jennifer LaCroix's 20+ Years of Experience Guides Standout Memory Care Program at Benchmark Senior Living at Shrewsbury Crossings

Highly recognized executive director helps families navigate complex world of senior living.

Shrewsbury, Mass. – Executive Director Jennifer LaCroix's expertise is making the difference in memory care services for residents at [Benchmark Senior Living at Shrewsbury Crossings](#).

With more than two decades of experience in assisted living, memory care and hospitality, LaCroix is a standout leader in the senior living field. A Certified Dementia Practitioner and Certified Director of Assisted Living, as recognized by Argentum, the national assisted living association, she also received the Circle of Leadership Award from the National Assisted Living Federation of America in 2012.



“Residents in the Shrewsbury Crossings community, including in our memory care neighborhood, experience daily happiness and social connection thanks to Jennifer’s leadership,” says Jim Tourtillotte, Benchmark’s regional director of operations. “Her guidance with our innovative [Live Now, Live Engaged™](#) program has especially enabled residents with Alzheimer’s and related dementia to live meaningful and successful days.”

[Benchmark memory care](#) is designed to help people with memory impairments stay active and engaged, supported by a caring staff, specialized programs and a neighborhood designed just for them. Using research-based, individualized programming, associates help each resident engage in six dimensions of wellness—physical, social, intellectual, emotional, purposeful and spiritual.

“I can’t imagine doing anything other than serving our residents at Shrewsbury Crossings,” LaCroix says. “It’s gratifying to not only lead the compassionate teams caring for our residents but also to help families navigate the emotional and often complex world of senior living. Making those meaningful connections is why I do what I do!”

LaCroix has been with Benchmark for nearly 12 years and brings to her role experience in other companies as well. She has extensive experience in business operations, staff training, strategic planning, community relations and marketing. Originally from New Hampshire, LaCroix attended Keene State College where she majored in broadcast journalism. She lives with her husband and daughter in nearby Holden, Mass.

Photo: Jennifer LaCroix, executive director, Benchmark Senior Living at Shrewsbury Crossings

About Benchmark Senior Living

Based in Waltham, Mass., Benchmark Senior Living is a leading provider of senior living services in the Northeast. Founded in 1997 by Tom Grape and celebrating its [20th anniversary](#) in 2017, Benchmark operates 56 senior living communities offering independent living, assisted living, memory care and skilled nursing in Connecticut, Maine, Massachusetts, New Hampshire, Pennsylvania, Rhode Island and Vermont. The company anticipates opening its first community in the state of New York, Whisper Woods at Smithtown, in 2018. Benchmark has been recognized by *The Boston Globe*, *Boston Business Journal*, *Connecticut Post*, *Hartford Courant* and *Hartford Business Journal* as a top workplace and by the *Boston Business Journal* and *Providence Business News* as one of the healthiest employers. Visit Benchmark at BenchmarkSeniorLiving.com.