



Benchmark Senior Living Appoints Michael Myers to Regional Director of Sales & Marketing for CCRCs and New Developments

WALTHAM, MA – [Benchmark Senior Living](#) has announced the appointment of Michael C. Myers to regional director of sales and marketing. The Waltham, Mass.-based company is a leading provider of senior living services with 56 communities throughout the Northeast.

A veteran in the senior living space, Myers is responsible for leading and managing the sales and marketing for all of Benchmark's continuing care retirement communities (CCRCs), new developments and acquired communities. Additionally, he oversees the lease-up and positioning of new communities and functions as a team member, collaborating with regional operations to ensure the highest quality of service for residents and their families.

Prior to this appointment, Myers served as director of sales at Benchmark's CCRC, [The Commons in Lincoln](#), where he was credited with helping reposition the community and increasing occupancy.



Myers previously served as vice president of marketing for Senior Star, a senior living company operating 19 communities in Midwest states, including Iowa, Ohio and Oklahoma.

A native of Seattle, Wash., Myers earned a bachelor's degree in industrial and organizational psychology. "I enjoy bringing awareness to the work and success of senior living communities and their commitment to improving health and overall well-being in later years," says Myers. "I'm enthusiastic about this new, important role as Benchmark continues to grow and add more communities to its family."

He currently resides in Connecticut and is active with community and industry organizations. Myers has served in leadership roles with United Way, Alzheimer's Association and the Connecticut Assisted Living Association.

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, Alzheimer's care and continuing care in Connecticut, Maine, Massachusetts, New Hampshire, Pennsylvania, Rhode Island and Vermont. The company will open 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.

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