

Lee Shaffer

High Performing Regional Sales and Marketing Manager/Director

Twenty+ years designing, executing, and coaching sales and marketing strategies to achieve revenue growth. Proven track record of creative leadership training, culture building, enablement, and developing corporate partnerships.

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SKILLS

Strategic Sales Planning

Sales Coaching/Mentor

Data Analysis

Revenue Generation

Sales Enablement

B2B/B2C Sales and Marketing

Written/Verbal Communication

Public Speaking

Social Media

Salesforce/CRM

Negotiation

Microsoft Office

Relationship Building

Business Administration

Recruiting

Fundraising



CAREER HIGHLIGHTS

Regional Admissions Director

PruittHealth

06/2023 - Present

- Responsible for 8 senior living (Independent, assisted, memory care) communities across the state of Georgia and North Carolina. Part of planning and development for \$450 million CCRC project in Raleigh slated to open in 2025.
- Concentration on census growth (+20% over first 6 months), strategic sales planning, marketing budgets, coaching of sales teams, and measurement of performance metrics for communities.
- Work with teams to develop community-based goals using P.R.U.I.T.T sales model.

Business Development Director/ Family Advisor

Advantage Private Home Care

11/2022 - 06/2023

- Built recognition of Advantage Private Home Care for potential referral sources such as hospital case managers and discharge planners, rehab administrators, physicians' offices, senior living communities, and other aspects of senior health care.
- Met with families to discuss care options and potential resources for planning.
- Created events and presentations for homeowners of luxury communities that were looking for aging care options.

Regional Sales Manager

Jewish HomeLife

03/2018 - 05/2022

- Managed sales for multiple luxury communities/organizations under the Jewish HomeLife healthcare umbrella, raising occupancy by 32%.
- Created over \$2 million in revenue from by coaching performance metrics, hiring and training of team members, and conducting data analysis.
- Built strategic sales plans to increase revenue and lead generation.



CAREER HIGHLIGHTS

Director of Sales and Marketing

Belmont Village of Buckhead

03/2014 - 03/2018

- Achieved 100% occupancy for an East Coast record 18 straight months (2015-2017).
- Negotiated complex deals and contracts that created over \$3 million in revenue, far surpassing company's key performance indicators.
- Consulted with salespeople from other communities regarding sales strategies, techniques, and goal creation.

Freelance Consulting

LJS Creations and Consulting

01/2013 - Present

- Copywriting, editing, staff training, document design, strategic analysis. I've worked with companies in various industries from healthcare to education to senior living. Specialties have included website design, graphic design, event planning and program design.

General Manager/Sales Director

CAMCO Inc.

11/2009 - 05/2013

- Generated over \$2 million in revenue as manufacturer distribution lead for construction managers, facilities directors, architects, and general contractors.
- Oversaw 9 team members while building budgets and flexible compensation plans, creating marketing materials, building website, attending trade shows, and sourcing.
- Acquired new product lines and sales channels to sell under CAMCO banner.

Associate Director/Program Director

Hillel International - University of Georgia

04/2005 - 04/2007

- Achieved 150% increase in committed student participation. Trained and managed 10 team members. Prepared and oversaw diverse strategic plans using data analysis and market research, inspiring product growth and performance management.

Regional Director

BBYO Inc - Gold Coast Region

03/2002 - 04/2005

- Facilitated a 130% increase in client participation while training and managing a 4 person staff. Planned and conducted conferences to train students on collaborative problem solving, decision making, event planning, marketing, fundraising, and conflict resolution.



HONOR AWARDS

President's Club for 100% Occupancy (18x)

Belmont Village

Sunrise Horizon Award for Revenue Growth (3x)

Sunrise Senior Living



EDUCATION

Bachelor of Arts in Communication and Speech

Florida Atlantic University

05/1996 - 02/2001

Boca Raton, FL