

Colin Marshall

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Company Name

Address

Dear Hiring Manager,

Please accept my application for the position of _____

I understand in this time of Covid-19 decisions are delayed due to uncertainty. Our economy and subsequently an organization's ability to recover from the impact of this pandemic, will depend on strategic decisions made during this time. Seasoned leadership will play a critical role in supporting associates, managing cost and leveraging all opportunities from a fragile and recovering economy. As a seasoned leader I have weathered many storms and would like to bring the strengths and lessons learned from those valuable experiences to your organization.

I am a performance driven Senior Executive with a progressive management career in Senior Living and Long-Term Care. I am a high energy "servant leader" with experience and accomplishments at both the Regional and National level. I am a customer and quality focused leader who can follow, implement and develop a strategic vision that drives operational success. I have a keen understanding of business priorities and the need to develop and nurture sustainable culture and behavior within teams, to optimize long term gains in an organization's business performance, revenues and profitability. My experience within the Senior Living, Long-Term Care, Home and Community based Programs, Hospitality and Research industry encompasses a skill set in, Development, Asset Management and Operations both at the corporate and community level.

I look forward to your consideration of my application and the synergies my experience would bring to your organization. I thank you for your time to review and look forward to learning of next steps.

Kind Regards,



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Senior Operations and Development Executive

EXECUTIVE SUMMARY

I am performance driven Senior Executive with a progressive management career in Senior Living and Long-Term Care. I am a servant leader with national experience in multi-unit management and development in Senior Living. I am a versatile, high energy executive who leads companies through change and challenge to profitable growth by communicating a clear vision and mission. I am a strategic problem-solver who envisions smart solutions and executes with urgency across all levels of the organization. I am a hands-on leader with an extensive background in developing and executing targeted initiatives that drive customer growth, achieve care delivery and sales objectives. Complimented by diverse talents in technology, project management and leadership I am a customer and quality focused business executive who provides the strategic vision that drive operational process, productivity, performance and efficiency. I have a keen understanding of business priorities and the need to develop sustainable behaviors that optimize long-term gains in performance, revenues and profitability.

CORE COMPETENCIES

Operations ~ Asset Management ~ Development ~ Financial Reporting ~ Business Planning ~ Change Management ~ Budget Planning ~ P&L Management Analysis ~ Critical Problem Solving ~ Regulatory Compliance ~ Quality Customer Service ~ Strategic Planning ~ Project Management ~ Team Development ~ Leadership Productivity ~ Performance Improvement ~ Quality Improvement ~ Contract Negotiations ~ Organization & Communication ~ Tactical Planning ~ Brand Development/Evolution ~ Design & Construction ~ "Greenfield" Development

SELECTED CAREER HIGHLIGHTS

- Operational leadership roles including multimillion-dollar P&L management and strategic planning for corporation with managed assets of \$200 million.
 - I have developed and operated two companies for Senior Living and Long-Term Care Management
 - I have guided initiatives involving process improvement, staff development and operational efficiency.
 - I am a champion of system design and implementation of new market technology reducing costs, improving efficiencies, enhancing competitive strength and longevity in primary market environment.
 - Demonstrated ability to instill a common vision and develop a dynamic team based on trust and mutual respect.
 - Consistently secured profit gains in every management placement and exceeded NOI on multiple occasions in excess of budget.
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PROFESSIONAL EXPERIENCE

QUADRUM SENIOR LIVING MANAGEMENT, LLC (QSLM)

QUADRUM GLOBAL SENIOR LIVING & LONG TERM CARE DIVISION | 2015 TO PRESENT

PRESIDENT

Quadrum Senior Living is part of a privately held real estate, private equity and Development Company with 3 billion in owned/managed assets. As President I developed, created and managed the day-to-day operations and launch of Quadrum's Senior Living and Long-Term Care Division (QSLM). In addition I directed the creation of the Senior Living Brands, Amavida Living and Liana. I developed the growth plan, management and acquisition strategy that expands the brand and footprint of operations to States of current operation and new markets.

Key Accomplishments:

- Facilitated acquisition of "greenfield site", negotiated entitlements, zoning and development to initiate construction
- Developed 460 Unit Campus consisting of 300IL, 125AL and 35 MC and achieved 50% occupancy year 1 of operations
- Rezoned CPUD for additional 182 units of free standing detached homes (IL)
- Developed project at a completed total cost of 140 million
- Created the asset management, operational management and development platform (QSLM)
- Secured 3 management agreements within first year of operation for a total of 700 operational units under management, 250 associates and a combined management portfolio of 200 million

TRANSITIONCARE HEALTH, INC
TRANSITIONCARE MEDICAL GROUP, PLLC | 2012 TO 2015

CO-FOUNDER/PRINCIPAL

I was a co-founder of this business start-up in internal medicine and practice management. TCH targeted the delivery of internal medicine and geriatric care medicine to skilled nursing facilities, senior living and retirement communities. We delivered primary care via a community based practice environment serving 4000 patient lives. We utilized new technologies and delivery modalities to reduce re-hospitalization and improve quality and continuity of care.

- As Co-founder I utilized my experience as an Executive Director to develop a community health and ancillary services platform to service Senior Living Communities
- Collaboratively grew the business to 4000 customer lives and multiple service modalities, e.g., Nephrology, Podiatry, Case Management, etc.
- Collaboratively drove the acquisition of 2 internal medicine practice environments and introduced specialties such as Geriatric Care, Audiology and Balance and Gait programs to service our “aging in place” client population.

FRANKLIN COMPANIES

FRANKLIN SENIOR LIVING | 2012 – 2014

VICE PRESIDENT OF OPERATIONS

Following a brief period of consultancy I joined Franklin to stabilize and grow current Senior Living operations. I developed the management infrastructure to oversee and nurture the communities, brand development and subsequent growth into new markets.

- Developed P&L reporting and analysis, resident focus programming, team building, community leadership and top down culture.
- Developed governing policies and procedures, compliance and regulatory assuredness for deficiency-free licensing and surveys
- Grew and stabilized the occupancy of the existing portfolio of 6 communities, and assisted in the due diligence and development of 2 additional communities

SENIOR RESOURCE GROUP | 2010 – 2012

EXECUTIVE DIRECTOR

HARBOR RETIREMENT ASSOCIATES

SR. EXECUTIVE DIRECTOR | 2008 - 2010

EXECUTIVE DIRECTOR | 2006 – 2008

GENTIVA HEALTH SERVICES | 2005 – 2006

SR. OPERATIONS DIRECTOR II /BRANCH ADMINISTRATOR II

HCR-MANORCARE

SR. EXECUTIVE DIRECTOR | 2003 - 2005

EXECUTIVE DIRECTOR | 2000 - 2003

MED B DEVELOPMENT DIRECTOR | 2003 – 2005

EDUCATION

ADVANCED DIPLOMA, ZOOLOGY & BOTANY

UNIVERSITY OF CAMBRIDGE, LONDON ENGLAND

GRADUATED 1987

BACHELOR OF SCIENCE, COGNITIVE PSYCHOLOGY

FLORIDA INTERNATIONAL UNIVERSITY, MIAMI FLORIDA

GRADUATED 1995

PROFESSIONAL DEVELOPMENT

JOHN HOPKINS ADVISORY BOARD, NEUROPSYCHIATRY (SENIOR LIVING) | 2002 - 2004

LICENSED ASSISTED LIVING ADMINISTRATOR | 1999

CERTIFIED CRISIS MANAGEMENT INSTRUCTOR/TRAINER | 1992

FLORIDA MENTAL HEALTH INSTITUTE, UNIV. OF SOUTH FLORIDA

PUBLICATION: BIOLOGICAL DYNAMICS OF LARGE SCALE EVAPORATION PONDS | 1991

LABORATORY MANAGER, SPECTRAL ANALYSIS LAB ADJUNCT, NASA AMES RESEARCH LANDSAT | 1990