

# Michele Clemen

Executive Director

Motivated leader with experience leading operations at senior living communities. Accurately and efficiently resolve problems by maximizing function, streamlining processes, and providing training and support that ensure excellent quality of life. Skilled at developing and coordinating programs, providing exceptional training and leadership, and identifying opportunities for improvement. Confident balancing multiple priorities and operating efficiently in high-pressure environments.

## Areas of Expertise

- ♦ Multi-Unit Operations Management
- ♦ Strategic Planning & Analysis
- ♦ System & Process Improvement
- ♦ Budget Administration
- ♦ Regulatory Compliance
- ♦ Staff Training & Leadership
- ♦ Relationship Management
- ♦ Communication & Collaboration
- ♦ Conflict Resolution

## Professional Experience

### Avenida Naperville, Naperville, IL Executive Director

2019 to Present

Lead operations for a senior living community with 146 apartments and a nine-member team. Perform all financial management processes, including developing annual budgets, forecasts, and sales and marketing plans. Coordinate and execute activities and programs that drive engagement and increase occupancy levels. Ensure adherence with organization policies and regulatory standards.

- Launched brand new community during the Covid-19 pandemic while remaining Covid-free and vaccinating 95% of residents.

### Friendship Senior Options, Schaumburg, IL Regional Sales Manager

2017 to 2019

Oversaw all sales operations for the Friendship Village of Schaumburg and GreenFields of Geneva, which included a total of 750 independent, assisted living, and memory care apartments.. Evaluated, hired, trained, and mentored residency counselors to support organizational objectives. Resolved recurring issues and maintained relationships with prospective residents, stakeholders, community members, and other referral influencers. Collaborated with the VP of marketing and the director of sales to establish long- and short-term strategic plans to meet sales goals.

- Grew independent living occupancy at GreenFields of Geneva from 60% to 90% within the first year while growing a waitlist for specific apartment styles.

### Monarch Landing, Naperville, IL Associate Director of Sales | Community Outreach

2013 to 2017

Promoted sales at a community with 345 independent living apartments by spearheading community outreach programs and serving as point of contact for prospective residents and families. Met quotas and achieved company goals with effective and professional sales techniques and exceptional customer service. Complied with company policies and applicable regulations, boosted revenue, and developed and executed marketing campaigns. Promoted organizational objectives through execution of public relations and marketing strategies.

- Surpassed budgeted net operating income for two consecutive years.

### Villa St. Benedict, Lisle, IL Sales Consultant

2010 to 2013

Performed all activities related to sales and marketing an independent living community. Met with prospective and current residents and their families to maintain positive relationships that contributed to achieving maximum occupancy. Generated and managed prospective leads, negotiated terms, prepared documents, and finalized move-in paperwork and procedures. Assisted residents to ensure their satisfaction and retain residency.

- Increased independent living occupancy 10% and surpassed monthly and quarterly sales goals.

## Additional Experience

Marketing Director, Provena Fox Knoll  
Sales Associate, Erikson Retirement Communities  
Marketing Coordinator, Erikson Retirement Communities  
Sales Event Associate, Erikson Retirement Communities  
Database Coordinator, Erikson Retirement Communities

## Education

### Master of Business Administration

North Central College

### Bachelor of Science in Health Communications

Grand Valley State University

## Community Involvement

Fellow, LeadingAge Illinois Leadership Academy, 2018  
President, Board of Directors, Naperville Community Television  
Senior Housing Liaison, City of Naperville Complete Count Committee, 2020  
Alumni Association, Grand Valley State University  
Sigma Kappa Sorority