

# Jackie Stone

**Vice-President, Sales Consulting at Varsity**

Wormleysburg, PA, US

Jackie brings more than 28 years of experience as a senior living marketing professional and will be your primary sales consulting contact.

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Jackie brings with her more than 28 years of experience as a senior living marketing professional and will be your primary sales consulting contact. She's been on both sides of the table, working as a senior executive in sales, marketing and operations roles within Life Plan Communities, and working as a consultant to nearly 100 senior living communities of all shapes, sizes and levels of care across the country. Immediately prior to joining Varsity, Jackie was senior vice president of marketing and public relations for a large Life Plan Community in Rochester, New York, where she was responsible for marketing all levels of care in the continuum, as well as very robust home- and community-based programs: transitional care, outpatient rehabilitation, adult day health care, physician house calls and home care. In addition, she launched the marketing efforts for a brand-new memory care day program and an assisted living memory care expansion. Jackie has performed marketing and operations audits, conducted in-depth competitive analyses, spearheaded research projects and been a vital contributor in strategic and master campus planning initiatives. She has developed senior living-specific sales training programs and works closely with client marketing teams to ensure optimal results from their marketing investment. Jackie is a regular speaker at the LeadingAge Annual Meeting & EXPO as well as various state LeadingAge conferences.

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Health and Wellness, Elder Care, Advertising/Marketing, Health Care - Facilities

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Selling Skills, Event Planning, Marketing Strategy, Elder Care, Public Relations, Marketing Communications, Nonprofit Organizations

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**Monroe Community College**  
AS Marketing & Communication

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