

For immediate release: April 12, 2011
Press Contact: Doris Bersing, PhD
Office: 1-800-805-7104 X 1
Doris@livingwellalah.com



LIVING WELL CELEBRATES ITS FIRST YEAR PROVIDING SERVICES WITH NEW MANAGEMENT TEAM MEMBERS

SAUSALITO, CA – APRIL 12, 2011 – As Living Well Assisted Living at Home celebrates its first year providing services in San Francisco and the greater Bay Area, we are delighted to share Living Well's success in recruiting two new members to our senior management team. Living Well has been working in the San Francisco Bay Area offering specialized care for adults with chronic and debilitating conditions — like Alzheimer's, Parkinson's, and ALS — that compromise their ability to live safely in their homes.

To enhance our already successful service delivery model, we have recruited Bill Trento MBA, a serial entrepreneur and founder of three successful start-ups, joins us as our CFO. Bill is an experienced executive proficient in a wide range of business functions, including finance, accounting, operations, marketing and human resources. His hands-on approach to business and his versatile, energetic, problem-solving personality adds an enormous boost to Living Well's strategic direction and financial leadership.

Lisa Grant also joins us to take the lead in our Sales and Business Relationships. Lisa brings more than 20 years of sales management and operations experience with Fortune 50 companies as well as entrepreneurial expertise in healthcare. Lisa understands the needs of physicians and other health care providers, having served in senior sales and operations management at both Merck and Sanofi-Aventis.

In addition to their stellar careers and backgrounds, Bill and Lisa also bring passion for offering new choices for elders that maintain their autonomy, while providing peace of mind to their friends and families... In the usual Living Well style, we will be hosting a celebratory party to welcome Bill and Lisa and to give our friends and clients the opportunity to get to know them... Look out for an invitation coming your way!!!

In the meantime, meet them at: <http://livingwellalah.com/team.php>