



For immediate release

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Touchmark announces new Vice President of Wellness & Marketing

PORTLAND, Ore. — Touchmark — a company that develops and operates full-service retirement communities in the United States and Canada — recently named Melissa Conrad as Vice President of Wellness & Marketing.

Conrad brings a wealth of experience to her new role. She joined Touchmark in 2013 with a broad background in branding as well as product, strategic and analytical marketing. Her responsibilities expanded from overseeing marketing and public relations to leading the company's resident life enrichment and wellness, team member wellness and health and fitness operations.

Under Conrad's direction, Touchmark has received numerous awards for innovative marketing campaigns and materials as well as recognition for the life enrichment/wellness programs. Touchmark's Full Life Wellness & Life Enrichment Program™ integrates all seven dimensions of wellness into its programming.

Prior to joining Touchmark, Conrad founded and served as president of Magnetic Marketing, a marketing consulting firm specializing in branding, segmentation, digital and best-practices marketing. She also worked for Daimler Trucks North America for 12 years, where she gained experience in branding, strategic planning, market research and market analysis and rose in the company to become director of product marketing for the freightliner truck brand.

Conrad earned a master's degree in Business Administration from the University of Portland and a Bachelor of Science in Business Administration from Oregon State University, where she graduated with honors.

About Touchmark

An award-winning company, Touchmark builds and operates full-service retirement communities and has been a leader in retirement living for more than 35 years. Currently, there are 11 communities in eight states and a Canadian province. Two more communities are under construction in the U.S., including Touchmark in the West Hills in Portland scheduled to open later this year. All Touchmark communities offer a continuum of services. More information is available at Touchmark.com.

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