

**Julie Fernandez** - *VP of Operations and Marketing*

Julie Fernandez has more than 25 years of proven leadership abilities in diverse business positions, primarily with senior living and senior care companies. She has a proven ability to either create, or revitalize programs and lead organizations in achieving significant operational, financial and quality improvements. An accomplished healthcare administrator and marketer, Julie brings a rare blend of creative and operational strengths to her position as Vice President of Operations and Marketing.

With a strong background in operations, leadership development, performance improvement and a passion for serving the senior population, Julie has been highly successful in the start-up of new communities as well as the turnaround of existing communities. Through the development of wellness-based programs, Julie brings the future of senior living to today's market.

Known for her innovative and distinctive management and leadership skills, Julie's strengths lie in her ability to achieve exceptional results with a personal touch.

Mrs. Fernandez served on the University of Central Florida Gerontology Community Advisory Committee and on the Board of Directors of the Alzheimer Resource Center of Orlando, FL where she was Board President for three years. Julie served as a sustaining member of the Rotary club of Oviedo, serving as a board member for three years. She is a Certified Dementia Practitioner through the National Council of Certified Dementia Practitioners as well as a Certified Fitness Instructor in Exercises for Older Adults.

Julie attended Northern Essex Community College where she received her associate's degree in Accounting and then earned her bachelors in Health Care Administration from the University of Central Florida.

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