



James Kelly, Chief Sales & Marketing Officer, Brio Living Services

James has nearly 30 years of experience working in the senior living industry. He has served as Chief Sales & Marketing Officer for Brio Living Services (formerly UMRC & Porter Hills) since 2019, serving as Vice President of Sales & Marketing since 2017. Today, James leads the Sales and Marketing efforts for Brio Living Services. His background of development, marketing, and sales has been instrumental to the future planning of the organization. As Brio Living Services continues to grow, James will continue to utilize his experience to further the mission of serving older adults.

Since 1993, James has been hooked on the industry and mission of serving older adults. He started his career working with New Life Management and Development (New Life), assisting with the sales and marketing of new, developing communities, as well as helping existing communities and organizations struggling with census.

After college, while still working for New Life, James began selling and managing development project's sales office for New Life. He also began to take on consulting agreements with other organizations for sales and marketing support. After sixteen years with New Life, James moved on to set the stage for sales consulting for Love & Company and Bluespire (Martino & Binzer). James is a national speaker and can be found speaking about real tools and tips for participants to utilize immediately.