



Nicole Maag, Chief of Residential Services, Brio Living Services

Nicole has served as Brio Living Services' Chief of Residential Services since 2021. In this role, she oversees fourteen senior living communities, ranging in services from affordable housing, assisted living, skilled nursing, and independent living. Prior to this promotion, Nicole served as Vice President of Operations for Brio Living Services (formerly UMRC & Porter Hills).

In 2010, Nicole joined Porter Hills' Home Health Care team as the Director of Clinical Operations and was promoted to Vice President of Residential Services in 2019 as part of the affiliation between UMRC and Porter Hills. Nicole has spoken at LeadingAge Michigan, the National Association of Home Care and Hospice, and has been invited to speak at LeadingAge National.

A licensed nurse and licensed nursing home administrator, Nicole was selected to participate in the LeadingAge National Leadership Academy, a year-long leadership development journey. She has also completed her Executive Coaching Certification.

Nicole gives back to her community through a variety of Board service, including the board of directors for Silver Maples of Chelsea, Thome Rivertown Assisted Living Neighborhood, the public policy committee of LeadingAge Michigan, and participates in the Grand Valley Kirkof College of Nursing Community Advisory Board.

"I am passionate about the field of non-profit aging services and will advocate for continuous improvement. Brio Living Services helps advance the industry through accomplished, high-functioning teams and connecting resources to reach innovative solutions."