

Paul Staff

FOUNDER & OPERATOR · SENIOR CARE TECHNOLOGY

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Austin, Texas

EXPERIENCE

2024–Present	CEO & Co-Founder Seniorverse · Austin, TX – Building an AI-powered operating system for community-based senior care, covering scheduling, billing, and care coordination in one platform – Helping adult day centers and other community-based providers replace binders, whiteboards, and paper sign-in sheets so their teams can spend more hours on resident outcomes
2023–2024	Co-Founder Eldwell · Washington, DC – Founded Eldwell, a startup focused on improving the lives of older adults and their families through technology – Launched Guardian, a legacy planning tool for securely storing, managing, and sharing personal information
2020–2023	VP, Digital Marketing & Product Innovation Atria Senior Living · Washington, DC – Led a department of 30+ professionals across product/project management, creative, development, advertising, and analytics to drive more than 5,000 resident move-ins and \$70M+ in new revenue annually across 5 brands – Championed various internal projects, including the overhaul of all brand websites, development of key internal data management tools, and the organizational transformation from Waterfall to Agile methodology – Oversaw \$10M+ in annual advertising spend and managed dozens of external vendor relationships
2019–2020	VP, New Product Development Atria Senior Living · New York, NY – Spearheaded strategic and technological initiatives with the goal of transforming Atria's senior living business – Set strategy and led technology initiatives for the new ultra-luxury Coterie brand, and assisted with construction and operational launch of the first two communities in San Francisco and Manhattan – Led the implementation of cutting-edge technology solutions, including a software tool for operational efficiency, wearable devices for resident safety, in-apartment smart technology, and multiple COVID-19 safety/data projects
2018–2019	Manager PwC / Strategy& (formerly Booz & Co.) · New York, NY – Partnered with clients, primarily in the healthcare industry, to assist with large-scale strategic decisions – Led a team to develop the business case and strategy for a \$1B+ technology system consolidation and implementation for a national health organization – Researched and wrote a whitepaper on the applications of blockchain technology in the healthcare industry
2016–2018	Senior Associate PwC / Strategy& (formerly Booz & Co.) · New York, NY – Built a model to help a national health payer estimate costs and benefits of outsourcing call center operations – Assisted a large health provider to better understand the implications and project planning needs to relicense 100+ facilities across the country with the goal of improving Medicare reimbursements and decreasing costs – Led a team of MBA students in a pro bono project to develop a digital marketing strategy for an NYC charity
2012–2016	Co-Founder Nplexity, LLC – Managed a small software and technology consulting firm working with more than a dozen small business and non-profit clients, building custom software, websites, and native iOS/Android apps – Assisted clients with technology strategy, website traffic and social media data analysis, and graphic design services

2012–2014	Business Optimization Analyst Atria Senior Living · Louisville, KY – Worked on process improvement projects across the organization, including within IT, Sales, and Operations – Developed a system for planning community activities and measuring resident engagement, saving more than 8,500 labor hours annually and increasing revenue by an estimated \$3.2 million through resident retention
EDUCATION	
2014–2016	Master of Business Administration NYU Leonard N. Stern School of Business · New York, NY – Specializations in Strategy and Entrepreneurship
2009–2012	BA, Finance, Minor in Economics Bellarmine University · Louisville, KY – Graduated Magna Cum Laude
2010–2011	Study Abroad Chinese University of Hong Kong · Hong Kong – Studied International Business and Finance while developing Mandarin Chinese skills
ADDITIONAL	
Programming	HTML, JavaScript, PHP, Node.js, SQL, C++, and VBA