

# Paul Staff

www.paulstaff.com

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## EMPLOYMENT

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### Co-Founder – Eldwell, Washington, DC (March 2023 – Present)

- 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

### VP, Digital Marketing & Product Innovation – Atria Senior Living, Washington, DC (August 2020 – March 2023)

- 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

### VP, New Product Development – Atria Senior Living, New York, NY (May 2019 – August 2020)

- 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

### Manager – PwC / Strategy& (Formerly Booz & Co.), New York, NY (June 2018 – May 2019)

- 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

### Senior Associate – PwC / Strategy& (Formerly Booz & Co.), New York, NY (August 2016 – June 2018)

- 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

### Co-Founder – Nplexity, LLC (September 2012 – August 2016)

- Managed a small software and technology consulting firm to work 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/social media data analysis, and graphic design services

### Business Optimization Analyst – Atria Senior Living, Inc., Louisville, KY (June 2012 – August 2014)

- 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

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## EDUCATION

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### Leonard N. Stern School of Business, New York University, New York, NY (August 2014 – May 2016)

- Master of Business Administration, with specializations in Strategy and Entrepreneurship

### Bellarmine University, Louisville, KY (June 2009 – May 2012)

- Graduated Magna Cum Laude with a Bachelor of Arts degree in Finance and a Minor in Economics

### Chinese University of Hong Kong, Hong Kong, China (Study Abroad August 2010 – June 2011)

- Studied International Business and Finance while developing Mandarin Chinese skills

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## ADDITIONAL

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- Programming Experience: HTML, JavaScript, PHP, Node.js, SQL, C++, and VBA