



Press Release – For Immediate Release

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Bluespire Senior Marketing Announces New Vice President of Client Relations and Strategy

Bluespire Senior Marketing today announced the appointment of William (Bill) Pemberton to the position of vice president of client relations and strategy. Mr. Pemberton brings more than 30 years of professional experience across all aspects of marketing communications, including the past 11 years of practice within the senior living industry.

“Bill brings major depth to this new role, both as a multi-talented marketing specialist and as a client relations executive with demonstrated ability to connect with the complex needs of providers serving the senior market,” said Bluespire Senior Marketing President John Falldine. “We are confident he will broaden our presence and bring an articulate voice to the national audience looking for cutting edge solutions.”

About Bill Pemberton

With more than three decades spent on both the client and agency sides of the marketing communications business—serving the energy, finance, healthcare, hospitality and technology sectors—Bill Pemberton brings a seasoned, mainstream perspective to his role of VP business development and strategy. He comes to Bluespire from The Point Group, a Dallas-based full-service agency, where he led client engagement for their senior lifestyle practice. Prior to this, he served as senior vice president of strategic communications for Forte Group, one of the nation’s leading senior-directed media relations firms.

He is an alumnus of The University of Texas at Austin, Moody School of Communications.



He currently serves on the national board of SAGE, The Society for the Advancement of Gerontological Environments where he chairs the brand committee. He also authors an industry blog and is a sought-after industry speaker and webinar panelist.

“In view of a rapidly evolving consumer base, which is driving dramatic changes in senior marketing, Bill’s broad experience presents a tangible asset to current and future Bluespire clients,” said Falldine.

About Bluespire Senior Marketing

The needs of today's senior living communities are constantly changing: move-ins versus move-outs, working hot leads and generating new ones. Bluespire Senior Marketing has nearly three decades of experience working in the senior living industry. We have provided marketing services for more than 200 communities in over 38 states, ranging from high-end, destination CCRCs and multi-site CCRCs to single-owner assisted living and skilled nursing communities. Our leadership and strategy team features individuals who have worked for many years in senior living, partnering with a variety of clients and helping each of them achieve success. Our exceptional creative team is comprised of multiple individuals who have been creating senior living materials for 20+ years. Together, we use this combined experience to create marketing and response-based plans that move seniors to act.