



Custom Solutions, Strategic Growth



Speaker Media Kit



About Deborah Howard

Deborah “Debbie” Howard is the cofounder and CEO of Senior Living SMART, where she leads with deep industry expertise and a strategic focus on driving occupancy through smarter marketing and sales alignment. With more than 25 years on the operator side of senior living, Debbie brings a rare, practical understanding of how communities grow and what teams need to convert high-quality leads into move-ins.

Her leadership centers on collaboration with marketing and sales teams, asking the right questions, and delivering strategies that create measurable results. Under her guidance, Senior Living SMART has built a proven marketing system that elevates lead quality, strengthens onsite performance, and sets new benchmarks for senior living operators.

Signature Speaking Topics

- Aligning Sales & Marketing to Drive Occupancy
- Reducing Reliance on Lead Aggregators (e.g., A Place for Mom)
- Data-Driven Marketing Strategies for Senior Living
- Re-Engaging Cold Leads: “Still Thinking” Campaigns
- Future-Proofing Senior Living Marketing: Automation, AI & Personalization
- Building a Strong Digital Brand in a Competitive Senior Housing Market



Speaking Experience

National Conferences:

Argentum
LeadingAge
SMASH
Senior Housing News

State Conferences:

AALHA (Arizona)
CALA (California)
CALA (Connecticut)
FALA (Florida)
Mass ALA (Massachusetts)
MALA (Missouri)
RIALA (Rhode Island)
WALA (Wisconsin)

Webinars & Expert Panels:

Senior Living Foresight
Grow Your Occupancy

Guest appearances on podcasts:

Duct Tape Marketing
Bionic Growth

Internal client trainings and executive workshops



Audience & Value

IDEAL AUDIENCES:

senior living operators,
marketing directors, sales
professionals, C-suite
executives

FORMAT FLEXIBILITY:

keynotes, panels, webinars,
roundtables, client-facing
events

Known for blending
real-world experience
with actionable insights
and humor

Booking Information

Ready to equip your audience with practical strategies that drive measurable occupancy growth? Deborah partners with event organizers to deliver customized, high-impact presentations tailored to your audience and goals. To check availability, discuss your event, or explore collaboration opportunities, contact us directly using the information below.

888-620-9832

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