



## **Heritage Senior Living Promotes Pierre Verger to Chief Operating Officer**

**WEST ALLIS, WISCONSIN (February 16, 2018)** – Heritage Senior Living, one of the largest senior living operators based in Wisconsin, announced today that its vice president of operations, Pierre Verger, has been promoted to chief operating officer. This move comes amidst a period of immense growth at the organization, which has added 10 individuals to the corporate team in the past year and plans to open its 16<sup>th</sup> community in Muskego in late summer.

Verger joined Heritage Senior Living in 2016 and has since implemented an array of initiatives across the board – from forming lucrative partnerships with both local and international companies to overseeing a \$500,000 investment in technological improvements for improved quality and care throughout the organization.

With more than 20 years of experience in the hospitality and health care industries – including owning a 4-star restaurant/hotel and overseeing operations for 26 nursing homes – Verger has a wealth of industry knowledge, which he has utilized at Heritage to create a team of experts with a shared goal of improving the company at its core. His major hires over the past year have included a vice president of clinical and medical operations and a vice president of asset management, in addition to the creation of a new role focused on boosting Heritage’s culinary and hospitality offerings.

“Pierre’s efforts over the last year and half have increased the efficiency and effectiveness of operations at both our new and existing communities,” says Milo Pinkerton, president and CEO of Heritage and its parent company, MSP Real Estate. “I know that as chief operating officer, Pierre will help take this company to even greater heights.”

As chief operating officer, Verger will focus on the company’s continued growth and development across the board, including overseeing the summer 2018 opening of Heritage Muskego, which will feature independent, assisted living, enhanced assisted living and memory care communities. Verger will also place a priority on creating partnerships and relationships with other health care industry leaders, as well as developing signature programs to bring residents’ experience closer to resort-style living.

“Ultimately, we want to provide a lifestyle of choice for each and every one of our residents, providing them not only the care that they need, but also the amenities and services they desire” says Verger.

### **About Heritage Senior Living**

Headquartered in West Allis, Wisconsin, Heritage Senior Living was founded in 2000 by Milo Pinkerton to provide residents with the highest quality of care possible, while at the same time promoting independence and maintaining dignity. Heritage Senior Living is one of the largest senior living operators based in Wisconsin, with 15 senior living communities throughout the state – and one currently under development – that are home to more than 2,000 seniors. Most Heritage Senior Living communities offer several levels of care, from independent living and assisted to enhanced assisted living and memory care, so that residents can embrace life’s journey from the comfort and convenience of one location that meets all of their physical, mental and emotional needs. For more information, visit: <http://heritagesenior.com/>.

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