

MARY ELLEN FRANGO, CDP

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EXECUTIVE DIRECTOR PROFILE

Senior living executive with progressive leadership experience across assisted living, memory care, rehabilitation, and continuing care environments. Proven track record of driving occupancy growth, strengthening financial performance, ensuring regulatory compliance, and building highly engaged teams. Recognized for creating resident-centered cultures that deliver exceptional quality, service excellence, and family satisfaction. Experienced in leading interdisciplinary departments including health services, dining, maintenance, life enrichment, sales, and business operations while consistently achieving strong operational and financial results.

CORE COMPETENCIES

- Community Operations Leadership
- Occupancy Growth & Census Management
- Financial Management & Budget Oversight
- Regulatory Compliance & Risk Management
- Associate Engagement & Team Development
- Memory Care Leadership
- Strategic Planning & Execution
- Sales & Marketing Leadership
- Resident & Family Satisfaction
- Interdisciplinary Team Leadership
- Vendor & Resource Management
- Customer Experience Enhancement

PROFESSIONAL EXPERIENCE

Ridgefield Station | Ridgefield, CT

Executive Director | December 2025–Present

Provide executive leadership for all aspects of community operations, including resident care, associate engagement, occupancy, financial performance, regulatory compliance, and customer satisfaction.

Key Accomplishments

- Led community to recognition as a **U.S. News & World Report Best Assisted Living Community**, earning top ratings in Assisted Living and Memory Care.
- Maintained focus on occupancy growth, operational excellence, and resident satisfaction.
- Significant reduction in agency dependency and staff turnover.
- Maintained **Purple Flag accreditation** standards and regulatory compliance.

Leadership Responsibilities

- Lead department directors and community teams to achieve operational excellence and exceptional resident outcomes.
- Ensure financial health through effective budgeting, expense management, occupancy growth, and revenue optimization.
- Maintain compliance with Connecticut Department of Public Health regulations and company standards.
- Foster a culture centered on associate engagement, accountability, and service excellence.
- Oversee all community functions including health services, dining, maintenance, life enrichment, sales, and business office operations.
- Participate in Manager-on-Duty rotation and ensure effective leadership coverage during weekends and holidays.

The Greens at Greenwich | Greenwich, CT

Executive Director | December 2024–December 2025

Directed all operational, financial, sales, marketing, and regulatory functions for a private memory care community recognized for excellence in dementia care.

Key Accomplishments

- Achieved and maintained **100% occupancy** with an active waitlist.
- Increased community revenue by **more than 20%**.
- Reduced agency staffing costs by **over 50%**.
- Maintained **Purple Flag accreditation** standards and regulatory compliance.

Leadership Responsibilities

- Led all staffing, budgeting, compliance, and resident care initiatives.
- Ensured ongoing compliance with state regulations and memory care best practices.
- Built strong relationships with residents, families, associates, and referral partners.

- Oversaw day-to-day operations while maintaining exceptional resident and family satisfaction.
- Solely responsible for sales and marketing.

Cannondale Campus & Greens at Greenwich | Fairfield County, CT

Regional Director of Sales & Marketing | December 2022–December 2024

Provided strategic leadership for occupancy development, market growth, and operational initiatives across multiple senior living communities.

Key Accomplishments

- Directed occupancy and growth strategies across three senior living communities.
- Served as Interim Executive Director with full operational responsibility for community leadership and performance.

Leadership Responsibilities

- Directed sales and marketing strategy for Greens at Greenwich, Greens at Cannondale, and Wilton Meadows.
- Partnered with executive leadership to develop and implement strategic initiatives.
- Monitored occupancy, financial, and operational performance metrics.
- Led cross-functional teams to achieve census, revenue, and customer satisfaction goals.

The Cannondale Campus | Wilton, CT

Campus Director of Marketing & Community Relations | January 2022–December 2022

- Managed campus-wide sales, marketing, and resident transition initiatives across multiple levels of care.
- Collaborated with department leaders to enhance resident experience and operational effectiveness.
- Developed referral relationships and community partnerships that strengthened occupancy growth.
- Coordinated move-in processes, lease execution, and resident onboarding.
- Planned and executed community events and outreach programs.

Greens at Cannondale | Wilton, CT

Director of Community Relations | May 2021–January 2022

- Directed admissions, leasing, marketing, and census development efforts.

- Collaborated with operations, dining, housekeeping, maintenance, and life enrichment teams to support resident satisfaction and successful transitions.
- Managed sales systems, occupancy reporting, and marketing initiatives.

Benchmark Senior Living – Sturges Ridge | Fairfield, CT

Lead Concierge | 1997–2021

Progressively expanded leadership responsibilities while helping establish and manage a concierge program serving an affluent senior living community.

- Supervised concierge operations and staff while supporting executive leadership.
- Coordinated resident and family services to enhance satisfaction and engagement.
- Managed budgets, special events, and operational projects.
- Partnered closely with nursing, dining, maintenance, housekeeping, and programming departments to deliver exceptional resident experiences.

EDUCATION

Berkeley College, White Plains, NY
Associate Degree, Fashion Marketing & Management

CERTIFICATIONS

Certified Dementia Practitioner (CDP)