



GRACE MGMT INC.

A CPF LIVING COMPANY

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Grace Management, Inc. Welcomes Kara Latham as Vice President of Marketing

Maple Grove, MN – March 17, 2025 – Grace Management, Inc. is pleased to announce the appointment of Kara Latham as Vice President of Marketing. With over a decade of extensive experience spanning multiple healthcare sectors, Kara will be instrumental in developing and executing strategic marketing initiatives that drive occupancy growth, increase revenue, and strengthen Grace Management’s market presence.

In this newly created role as Vice President of Marketing, Kara will lead the development and implementation of innovative marketing strategies designed to elevate qualified lead generation, enhance brand awareness, and optimize campaign effectiveness. Reporting to Kymm Clark, Senior Vice President of Sales & Marketing, she will be instrumental in leveraging contemporary digital and traditional marketing strategies to engage with prospective residents and their families.

Kara’s career has been marked by a strong ability to drive results in highly competitive markets. Prior to joining Grace Management, Kara served as Head of Marketing and Communications at Faros Health, a seed-stage health tech startup, where she led the launch of an innovative employer-sponsored healthcare benefit designed to empower employees to make informed healthcare decisions. She also held leadership roles at CCS Medical, Vital Care Infusion Services, and Solara Medical Supplies, spearheading strategic marketing campaigns, customer engagement and retention initiatives, and digital transformation efforts. Additionally, her background includes active involvement in multiple mergers and acquisitions within private equity backed organizations and startup environments, underscoring her strategic acumen in dynamic market conditions.

Kara holds a Bachelor of Science in Hotel and Restaurant Management from Northern Arizona University and a certificate in Digital Marketing Strategies: Data, Automation, AI, & Analytics from Northwestern University Kellogg School of Management. Her early experience in hospitality sales with luxury brands such as Four Seasons, Ritz-Carlton, Hilton, and Marriott has shaped her deep commitment to exceptional customer experiences.

“We are thrilled to welcome Kara to the Grace Management team,” said Kymm Clark, Senior Vice President of Marketing. “Her extensive background in marketing strategy, digital engagement, and business growth will be invaluable as we continue to enhance our offerings and strengthen our connection with residents and families. We are confident that her leadership and expertise will make a significant impact in furthering our mission of delivering exceptional senior living experiences.”

About Grace Management, Inc.

Grace Management, Inc. (GMI) was established in 1984 to develop, market, and manage residential communities for seniors. With a commitment to excellence, GMI combines sound fiscal and operational management, adherence to the highest ethical standards, and a dedication to enriching the lives of both residents and associates.

Today, Grace Management, Inc. proudly operates 70 communities across 22 states, offering active adult living, independent living, assisted living, and memory care services tailored to meet the diverse needs of seniors. Through innovative programs such as Vibrant Living, *Graceful Dining*, *Living Gracefully*, and *The Graceful Experience*, GMI fosters a welcoming and engaging environment where residents can truly feel at home.

As a subsidiary of CPF Living Communities, GMI is recognized as one of the American Seniors Housing Association (ASHA)'s 50 largest senior housing operators. GMI's unwavering focus on quality, service, and resident-centered care continues to make GMI a leader in the senior living industry. For more information, please visit: www.gracemanagement.com.

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