

**JEFF HIX**

Jeff Hix is Business Development expert with more than 15 years' experience helping C-level execs and marketing professionals more effectively engage customers locally. He also developed and executed the marketing and sales plan for a senior care facility his father built and managed that was eventually sold to Meridian Senior Living. He is the founder of Map of Care. Map of Care is a startup focused on the senior care sector, whose target is to improve the quality of care provided in senior care facilities. The vision for Map of Care comes from understanding the challenges senior care facilities face in cost effectively attracting new clients while striving to improve operational excellence.

