



## ELIZABETH FORD

### DIRECTOR OF MARKETING

Elizabeth's marketing career spans 25 years and multiple industries including telecommunications, internet technology, nonprofit and travel and tourism. For the past 12 years, she worked at Biltmore Estate where she made significant contributions to the company's growth in both business development and marketing roles. After a personal journey assisting her in-laws move into a CCRC, Elizabeth shifted her career focus into Senior Living. As the Director of Marketing at Legacy, she combines her marketing expertise and personal experience with her love for Western North Carolina to help families navigate this important life decision. Elizabeth graduated from UNC-Chapel Hill and received her MBA from Regis University in Denver, CO. She and her husband Dan are raising their 3 sons in her childhood hometown of Asheville, NC and enjoy all the outdoor adventures this mountain community offers.