



## **Affinity Living Group makes two major appointments as company continues rapid growth**

Hickory, NC, March 25, 2019 – The Southeast’s largest senior housing provider has made two executive hires in recent months to help lead the company’s continued growth.

Affinity Living Group has named Rick Grimes as Executive Vice President and Mary Raddant as Vice President of Human Resources.

Grimes joins ALG after previously serving as the President and Chief Executive Officer of Argentum, the national trade association serving the business of senior living whose members are owners and operators of senior living companies throughout the U.S.

*Senior Living Executive* magazine recently identified Affinity Living Group as the nation’s 9<sup>th</sup> largest provider of senior living.

“With Rick’s experience in the business of senior living and his extensive background in organizational development and systems design, Rick is already making a huge difference in how we operate the day-to-day business of our company,” said CEO Charles Trefzger.

Grimes earned his bachelor's and master's degrees at Texas A&M University and the University of Illinois, Chicago, respectively. He has served in many leadership positions throughout his career, including a stint as a captain in the U.S. Army.

Raddant, an innovative and strategic human resources leader with a track record of promoting and delivering data-driven programs, joins ALG after serving as the Senior Director of Human Resources for David’s Bridal, Inc.

“My vision is to make ALG the premier employer in the senior care industry – and I think we’re on the way to achieving that goal,” Raddant said.

Raddant earned her Bachelor’s in English from the University of Massachusetts. She continued her education with graduate-level coursework at Harvard University with a focus in Organizational Behavior and Strategic HR Management, and ultimately received her Master’s in Global Human Resource Development from The University of Illinois.

Raddant’s professional career includes HR Management roles with Target, Toys “R” Us, Lowe’s, The Fresh Market and, most recently, David’s Bridal.

“The majority of my HR experience has been leading fast-growing and transforming companies,” Raddant said. “In my career I have garnered a wealth of expertise in developing solutions to support

corporate strategies, values and cultures, and I am looking forward to applying that knowledge and expertise to my role here at ALG.”

When she isn’t charged with leading HR initiatives in the office, Raddant enjoys traveling with her husband of 15 years and their twin 13-year-old boys.

“Both Rick and Mary join our team with extensive experience in their respective fields,” Trefzger said. “They are proving to be vital assets to our rapidly growing company.”

For more information on ALG and its leaders, visit [AffinityLivingGroup.com](http://AffinityLivingGroup.com).

For more information on this press release, contact Tiffany Fields, Communications Manager, at [tfields@affinitylivinggroup.com](mailto:tfields@affinitylivinggroup.com) or (828) 442-3621.

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*With more than 100 communities in 5 states, **Affinity Living Group**, based in Hickory, NC, is the largest senior housing provider in the southeastern United States. Affinity’s mission is to provide a full continuum housing and care services for older adults, delivered by a team of passionate and respectful professionals, at locations throughout the United States. **We strive daily to create the best life for all we serve.***