

For Immediate Release

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Massachusetts Assisted Living Association Names New President

Waltham, MA – Today, the Massachusetts Assisted Living Association (Mass-ALA) announced that Mass-ALA’s Board of Directors has selected Brian Doherty as the organization’s new president and CEO.

“I speak for the entire Board of Directors in saying how thrilled we are to have Brian join Mass-ALA as our new president and CEO,” said Chris Cullen, chair of the Mass-ALA Board of Directors. “With an ever-growing senior population, Mass-ALA’s mission of advocating for independence and freedom of choice for older adults is more important than ever. We look forward to Brian’s leadership.”

Having spent the last five years leading Massachusetts associations in the health care and real estate fields, Doherty brings to Mass-ALA a strong track record in association management and government affairs. Doherty most recently served as the executive director of the Massachusetts Psychological Association, and from 2013 to 2015 he served as CEO of the Northeast Association of Realtors. From 2006 to 2013, Doherty held various government affairs positions within the Massachusetts Association of Realtors.

“I am honored to have the opportunity to lead Mass-ALA at such a dynamic time for the membership and a crucial period when seniors can be served by new options for living happy and healthy lives. I look forward to implementing proven strategies that are best practices in association management for the benefit of Mass-ALA members and the seniors they serve.”

Doherty will lead the organization as it continues to build on its 28-year history as the premier voice of assisted living in Massachusetts. Mass-ALA provides its 400+ membership, comprised of assisted living communities, business partners and the seniors that they serve, with education, resources and support, while advocating for important public policy matters at the State House.

Doherty’s appointment as president and CEO is effective as of July 9, 2018.

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About Mass-ALA

The Massachusetts Assisted Living Association (Mass-ALA, formerly Mass-ALFA) is a non-profit association dedicated to professionally operated assisted living residences in Massachusetts that provide housing and services for individuals with varied needs and income levels. Established in 1990 as a state affiliate of the Argentum (formerly ALFA), Mass-ALA has grown to hundreds of members including assisted living providers and associated professionals. Mass-ALA serves as the voice of assisted living in Massachusetts. Mass-ALA promotes a model of care which treats all residents with dignity, provides privacy and encourages independence and freedom of choice.

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