

**Marsha Lorenz, President and CEO**

Marsha Lorenz serves as president and CEO of Seniors First. In her role, she provides leadership, accountability and oversight for public and private consumer responsive services. Lorenz also directs all corporate operations of multiple federal, state, city and county grant programs. Under her leadership, the organization has undergone significant transformational changes to assure the health, safety and independence of seniors throughout Central Florida, including a full organizational rebrand, increased investment in infrastructure and system upgrades and the development of new, comprehensive services to continue empowering Central Florida seniors.

Lorenz has a long history of improving the wellbeing of seniors since 1995, when she served as Executive Director of the Visiting Nurse Association of Central Florida, Inc. (VNACF), which merged with Seniors First in 2009, when Lorenz was named president and CEO. She provided oversight for the organization’s in-home services programs designed to delay or prevent pre-mature placement of seniors and disabled adults into more restrictive living environments, a passion she continues to drive with Seniors First. This experience provided strong knowledge and understanding of the challenges facing a growing aging population and extensive experience in building collaborative partnerships with numerous local and community organizations to educate and advocate for increased awareness of the needs of seniors and their caregivers.

Lorenz’s impact in Central Florida goes far beyond her contributions to Seniors First. She serves on the Heart of Florida United Way Council of Agency Partners; on the board of the Florida Council on Aging; on the local Health and Hunger Task Force; as a member of Florida Executive Women; and is a past president of the Florida Community Care for the Elderly Coalition.

Lorenz is a graduate of Rollins College, where she earned a master's degree in guidance and counseling and has earned a bachelor’s degree in social work from The Ohio State University.