

**Alyssa Adam – Vice President, Marketing**

Alyssa joined MRC in 2012 and currently serves as Vice President of Marketing. She is responsible for census development strategy, sales management, and implementing effective marketing communications for the system of communities in order to achieve optimal census growth and revenue generation. Additionally, she participates in shaping MRC's portfolio through strategic planning of new product lines and reinventing current product lines.

Before joining MRC, she served as Regional Director of Sales for Asbury Communities in Germantown, MD, and as Regional Marketing Manager for Greystone Communities in Irving, TX. Her competitive sales background was earned prior to that in broadcast and IT sales.

She has a BS in Advertising/Journalism from The University of Kansas. She earned CASP certification in 2014.