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## **Grace Ferri Appointed as Chief Marketing Officer at United Hebrew of New Rochelle**

(New Rochelle, NY—February 5, 2020)...Rita Mabli, president and CEO of United Hebrew of New Rochelle, today announced the appointment of Grace Ferri to chief marketing officer. Ferri, a 26-year veteran of the health care industry, most recently served as vice president of marketing and development for United Hebrew, Westchester County's leading senior care provider.

In her new role, Ferri is responsible for overseeing the fundraising and marketing for United Hebrew while serving as an ambassador for the organization's state-of-the-art campus in New Rochelle. She also provides essential information, tours, and one-on-one counseling to help families navigate the levels of senior care and identify the level that's right for them.

"We are so fortunate to have Grace on our team. Her appointment reflects her ability to promote our campus in an ever-changing healthcare arena," says Mabli. "She's often the first person people meet or speak with when they want to know more about us. I can't think of a better person to raise awareness of our five-star campus and the array of services we provide to Westchester's seniors."

Throughout her career, Ferri has led fundraising campaigns resulting in over \$50 million in contributions. In 2012, she was named the Professional Fundraiser of the Year by the Association of Development Officers. She says her passion for serving others has been key to her success in helping people navigate today's complex pathways in healthcare.

"Growing up in an Italian family, I was surrounded by extended family, including my grandmother. I learned so much from her, and learned to value the perspective and experience of older adults, which is central to what we do at United Hebrew: We care for our residents like family, in the best possible way."

Ferri began working at United Hebrew in 2007 and has been serving on the organization's senior leadership team for over a decade. In that capacity, she has marketed the campus to healthcare providers and to individual families, while overseeing United Hebrew's fundraising and special events, including its annual golf tournament and gala dinner. Prior to joining United Hebrew, she served for 13 years at Calvary Hospital as director of annual giving and special events, overseeing fundraising, special events, and marketing.

Ferri is involved in several community organizations and professional associations. She was the 2018 co-chair of the Go Red for Women Luncheon for the American Heart Association and currently serves on the Go Red Executive Leadership Team. She has served on the board of the New Rochelle Chamber of Commerce and the Association of Development Officers as well as several other board committees including the Westchester Italian Cultural Center, the New Rochelle Police Foundation and Richmond Community Services.

She also served as the Executive Administrator for the Italian American Forum, a network of business and community leaders dedicated to preserving and promoting Italian heritage and helping individuals and families in need. In 2018, she was honored by the Italian Welfare League, an organization devoted to helping children of Italian American decent who are ill or have suffered emotional trauma.

Ferri graduated summa cum laude from Iona College and holds a bachelor's degree in health care administration. She resides with her husband in New Rochelle.

#### **About United Hebrew of New Rochelle**

United Hebrew of New Rochelle ([uhgc.org](http://uhgc.org)) is a vibrant not-for-profit, non-sectarian, multiservice campus of comprehensive care nestled on 7.5 acres. United Hebrew has been serving the Westchester metropolitan area since 1919, and today, serves more than 1,000 residents and clients daily on its Harry and Jeannette Weinberg Campus and within the Westchester community. Services include: Long-Term Skilled Nursing (The Kramer and Skalet Pavilion); Burke Rehabilitation at United Hebrew; Willow Towers Assisted Living (The Beverly and Alfred J. Green Pavilion), Memory Care at Willow Gardens; The Phoenix Neighborhood and Griffen Program at Willow Towers; and Nightingale Neighborhood at United Hebrew; Independent Senior Housing at Soundview (Low-Savin Residence) and Meadow Lane Senior Apartments); Health at Home (AZOR Licensed Home Health Care and Certified Home Health Agency); and Private Geriatric Care Management Services (Raven Care Advocates). For more information, call (914) 632-2804 or visit [www.uhgc.org](http://www.uhgc.org)