

**Amanda Richards BA, CPCA, EPC, Senior Director, Sales Strategy
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Amanda Richards is the Senior Director of Sales Strategy at Chartwell Retirement Residences, one of Canada's largest senior living providers. With over 19 years of experience in the sector, she is a seasoned expert in sales leadership, marketing, coaching, and business development. Amanda excels at developing and leading cross-functional teams and has extensive experience bridging the gap between sales and marketing.

She designs and delivers continuing education about senior living to other professionals, further establishing her as a thought leader and reputable public speaker in the industry.

In addition to her undergraduate and postgraduate degrees, she holds certifications as a Certified Professional Consultant on Aging (CPCA) and an Elder Planning Counselor (EPC).

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