

**Aisha Azher** is the marketing and delivery enablement executive at Birdsong Life. She has a master's in healthcare administration and a bachelor's degree in biology from Iowa State University. Her interest in research, innovation and healthcare led to her involvement in Birdsong Research studies. She was inspired by Birdsong's vision to make bedside engagement technology a standard of care in the senior living industry. She has been working with a team of talented individuals to help make this vision a reality. Aisha has lived in Iowa for most of her life until moving to Virginia Beach 5 years ago where she is enjoying the warmer weather.