

Chad Liptow**Executive Director at Maplecrest Manor**

Chad Liptow serves as the executive director for Maplecrest Manor (Assisted Living) and Maplecrest at Home (Supportive Homecare). He leads the executive leadership team, providing organizational guidance and critical input on the strategic direction of both businesses. He has more than 30 years of work experience in healthcare, the last 11 in senior living. He feels employees, residents and families are served best when feelings, empathy, empowerment and appreciation are present, along with necessary policies and procedures. He works hard to create a culture where employees feel valued and as a result, are more engaged and excited about their work. Chad serves on the board of directors for the Wisconsin Assisted Living Association, whose mission is to support assisted living facilities through advocacy, education, and service.