



**FOR IMMEDIATE RELEASE**

## **Springpoint Names Wes Meltzer as Vice President of Marketing & Communications**



**Wall Township, New Jersey—February 26, 2025—**[Springpoint](#) recently announced Wes Meltzer as the new Vice President of Marketing and Communications. Meltzer is responsible for the overall marketing, communications, and branding efforts for Springpoint and all affiliates, including public relations and lead development. He oversees the Springpoint in-house marketing team and multiple external agency partners.

With over 20 years of experience, Meltzer is an analytical and results-driven marketing and communications leader in nonprofits, with expertise in consumer marketing, public relations, and internal and external communications. He is efficient in building and leading creative teams to produce award-winning work that also succeeds at core business objectives.

In his previous role as Director of Marketing and Communications at Westminster Communities of Florida, Meltzer was responsible for all marketing and communication efforts – including lead generation, media relations, and internal communications – across 23 communities throughout the state. He also supported and developed marketing plans focused on independent living sales for existing campuses and new developments.

Originally from Oregon, Meltzer received a Bachelor of Science in Journalism at Northwestern University.

### **About Springpoint**

Springpoint is a nationally recognized senior living provider with a legacy of over 100 years serving the Mid-Atlantic region. It consists of Springpoint Senior Living and its eight full-service Life Plan Communities; Village Point Rehabilitation and Healthcare; Springpoint Living at Manalapan, an Assisted Living and Memory Care Community; and 19 affordable housing communities. It also includes Springpoint at Home, providing home care and care management services, and Springpoint Choice, a membership-based program offering the security of long-term care planning for members. Learn more about Springpoint at [springpointsl.org](https://springpointsl.org).

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