Scott Townsley, JD

Scott Townsley has more than 30 years experience in the senior living and senior care field. He formed Trilogy Consulting, LLC after serving as the managing Principal of Third Age, Inc. – one of the largest firms dedicated to consulting and strategy for senior living organizations. For the last seven years he was a Principal within the senior living practice of CliftonLarsonAllen, LLP. Scott has worked with hundreds of organizations across the country as they have grappled with how to successfully navigate and drive change and is known for his willingness to ask provocative questions and probe traditional thinking,

Mr. Townsley has led hundreds of client assignments involving strategic planning, governance, market analysis, affiliations and mergers and project development. He pioneered the development of a demand methodology for determining the market for Continuing Care at Home, created an interactive demand model for assisted living and has designed a unique approach to strategy, called the "Vision-driven Strategy" process.

Scott currently serves on the faculty of the University of Maryland Baltimore County's Erickson School where he leads the graduate courses on Strategy, Entrepreneurship, and Innovation. He most recently co-founded the Center for Innovation a newly formed social enterprise and innovation accelerator associated with the Erickson School.

Mr. Townsley will be a speaker at the 6th Annual Memory Care Summit. His session is titled "Imagine, a Cure for Alzheimer's, Then What?". For more information, visit: https://erickson.umbc.edu/mcs/