



West Hartford Business Buzz: December 2, 2024

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West Hartford Fellowship Housing (WHFH) is excited to announce the appointment of Sandra Hawes as the new Director of Community Engagement.

With over two decades of experience in the senior housing sector, Sandra brings a proven track record in marketing, fundraising, and customer relations to the organization. In her most recent role as Director of Marketing & Branding at Andrus on Hudson in Hastings-on-Hudson, NY, Hawes led comprehensive market analysis initiatives that optimized brand visibility and customer engagement. Her strategic oversight of traditional and digital marketing efforts, including website and social media management, has significantly increased brand awareness. Notably, she successfully executed a rebranding initiative that revitalized the organization's identity and market positioning. Hawes will concentrate her efforts on fund development, marketing, and enhancing resident life through new programs and services.

"Sandra's expertise within the senior housing sector aligns perfectly with our mission at WHFH," said Mark Garilli, Chief Executive Officer of WHFH. "We are confident that her innovative approach and extensive experience will not only enhance our outreach and service to the community, but this new role will also support our growth through this new development and beyond."

Hawes has a degree in business administration and foreign language from Stonehill College and previously worked at other senior housing communities in the area. WHFH is in the midst of a phased redevelopment and expansion which will ultimately create close to 100 additional units of affordable housing for the community.

