

**Contact:** Kari Bucher  
Manager of Marketing & Corporate Communications  
Genacross Lutheran Services | 2021 N. McCord Rd. | Toledo, OH 43615  
[KBucher@Genacross.org](mailto:KBucher@Genacross.org) | 419.861.4970

## FOR IMMEDIATE RELEASE

### Genacross Lutheran Services Appoints Director of Operations

TOLEDO, Ohio, January 4, 2021 – [Genacross Lutheran Services](https://www.genacross.org) announces the appointment of Jeff Barror as its Director of Operations.

As a member of the Genacross senior leadership team, Mr. Barror will oversee the ongoing operations and development of the senior care line of service. This service line includes the Genacross care campuses, which provide long-term care, skilled nursing care and rehabilitation, assisted living, and independent living services.



Mr. Barror has worked 20 years in the senior living industry, serving in several areas including admissions and marketing, single-site operations, and multi-site operations. He has worked in both the for-profit and non-profit sectors, and he prefers the non-profit side much more due to the approach, mission, and values involved with assisting the underserved.

“Jeff brings a wealth of knowledge of senior services to his role at Genacross,” said President/CEO Rick Marshall. “He has a passion for ensuring the highest quality of care for our residents and providing leadership for our team members. His experience and commitment will prove vital as we position Genacross to meet the needs of seniors well into the future.”

Mr. Barror received a bachelor’s degree in public relations from the University of Toledo and completed the Core of Knowledge course at The Ohio State University to become a Licensed Nursing Home Administrator in 2008.

“I was drawn to Genacross as an organization because it fit my preference to work in a non-profit environment that places their customers first,” he said. “I was also impressed with the focus on organizational integrity. Operating an organization in a transparent and ethical manner is paramount.”

He resides in Sylvania, Ohio, with his wife, Jill, his 12-year-old son, Davis, and the family dog named Skittles.

---

#### More than 160 Years of Helping Others

Genacross Lutheran Services, which has its headquarters in Toledo, Ohio, has been serving people in need since 1860. Today, more than 3,500 people of all ages throughout northwest Ohio and southeast Michigan benefit from Genacross programs and services that foster compassionate care and wellness in many areas of life. Genacross Lutheran Services is a nonprofit, Christian organization that employs about 700 people and is supported by nearly 170 Lutheran congregations across the region. For more information, please visit [GenacrossLutheranServices.org](https://www.genacross.org).