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## **Beacon Communities hires Ford as vice president of community engagement**

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Boston, MA Beacon Communities has hired Washina Ford as vice president of community engagement. In this role, Ford will lead the department, establishing best practices and creating innovative approaches to resident services in order to best meet the needs of all Beacon residents. Ford will play an integral role in setting the direction of Beacon's resident services, and will work closely with colleagues across departments to build consensus and pilot new initiatives. She will also be instrumental in the creation of a set of metrics and outcomes developed to strengthen Beacon's ability to share the impact of resident services.

Prior to her new role at Beacon, Ford spent over a decade at The Community Builders, a nonprofit developer of mixed-income housing. Ford started at The Community Builders as a youth support specialist, ultimately holding five different roles across multiple regions before serving in her most recent role as senior director of community life. Out of the D.C. office, Ford developed and oversaw strategic plans and stakeholder engagements across six states.

"We at Beacon could not be more thrilled to have Washina on board," said Aviva Rothman-Shore, Beacon's Senior Vice President of Community Engagement. "With her wealth of prior experience and tangible enthusiasm, she is going to be an incredible asset to the team."

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