

Rob Guinard to serve as Branches of Marlboro community relations director

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MARLBOROUGH — Benchmark, a human connection company, recently announced that Rob Guinard will serve as director of community relations for one of its forthcoming communities, The Branches of Marlboro assisted living and memory care community opening in November in Marlborough.

Guinard has served seniors for his entire 25-year career, first as an emergency medical services provider for Central Massachusetts and now as a director of community relations for Benchmark. Prior to joining The Branches, Guinard served in the same capacity for Benchmark Senior Living at Shrewsbury Crossings in Shrewsbury and previously was director of business development for MedStar EMS. He also serves as a volunteer firefighter and emergency medical technician for the town of West Boylston, as well as on the board of directors for the HealthAlliance Guild, a volunteer organization serving residents of the Clinton area. He lives in Leominste and has four children.

“Rob’s commitment to supporting everyone in the community, whether its families and seniors needing to find solutions or not-for-profits with specific needs, he is always the first one to help,” said Kelly Arnao, senior executive director of The Branches communities. “What Rob has done for our Shrewsbury and Worcester communities in just under a year has been incredibly impressive, and I feel fortunate to have him on our team.”

The Branches of Marlboro will feature a collaborative design intended to encourage social interaction and feature 57 apartments featuring flexible floor plans. Certified dementia practitioners will deliver programming for all stages of dementia and customized to each individual’s unique emotional, spiritual and physical needs.

“I’m very excited to be able to bring something to the Marlboro area that serves such a huge need in the community, including affordable senior care that keeps seniors and their families connected to what matters most in their lives,” said Guinard. “There is nothing more rewarding than being able to help people thrive. I look forward to the journey we are on and to all the new people we will meet and serve.”

For more information, visit <https://benchmarkseniorliving.com>.