

PRESS RELEASE

***SimplyHome* Announces Shift in Executive Leadership**

Chief Development Officer Jason Ray will be company president

[ASHEVILLE, N.C. - June 3, 2019 - PRLog](#) -- *SimplyHome*, LLC, leading provider of innovative and affordable technology solutions for aging and disabled populations, today announced that Jason Ray, currently the Chief Development Officer of the company, has accepted the role of company President, effective immediately.

Allen Ray, the company's current President, will remain CEO of the company. Since 1989, Allen and Drue Ray (the company's CAO and Executive Director) have owned and operated companies dedicated to serving the elderly, veterans, and physically disabled persons, as well as children and adults with IDD, TBI, MH, and MI. While the Rays began utilizing assistive technology in their services as early as 2004, they founded *SimplyHome* in 2008 as a separate technology company, in order to assist other providers in increasing independence and lowering costs for seniors and people with special needs.

Also in 2008, noting Jason's technical expertise, business acumen, and problem-solving abilities, Drue and Allen invited him to take over the business development aspect of *SimplyHome*. Jason had honed these skills while working in residential construction management. In the early days, Jason recalls, "We had no engineers, we had a part-time accountant, an intern, my parents and myself. We were working at a folding table in our basement to develop the *SimplyHome* system. When I step back, I am amazed that we took this from three full-time people to where we are today!" Today the system is one of *SimplyHome*'s flagship products, with clients throughout the United States and in parts of Canada. Each system is customized to address concerns and [create new outcomes for people with disabilities](#) and those aging in place.

Jason's role in business development gradually grew into Director of Business Development, then Vice President, and most recently, Chief Development Officer. In this role he has overseen all of *SimplyHome*'s development, including educational offerings for states and providers, product research and development, and new and existing business development. He is a certified Aging-in-Place Specialist, a nationally known speaker on enabling technology, and [has appeared in episodes of ABC's *Extreme Makeover: Home Edition*](#) as their assistive technology specialist. In 2015 Jason was named to [Asheville's Forty under Forty](#), honoring young leaders for their business and community service contributions to the area. In 2017 the Asheville Chamber of Commerce honored Jason as Asheville's [Small Business Leader of the Year](#).

While Allen will stay on as CEO, he is excited to see where Jason leads the company as the new President: "There's just so much that goes into *SimplyHome*. Technology changes so quickly. This work requires someone with a rare combination of technical expertise, business acumen, and compassion for the people we serve. Jason blends those strengths so well, whether he is

working with a state legislature or helping one individual's family understand what technology can do. His focus is on the right things, and that's not something you can teach. You've got to see possibility in every person, and he really does."

In addition to leading the team at *SimplyHome*, Jason invests time into his community and family. As an active member of Skyland United Methodist Church, Jason serves as a member of the Administrative Board. Jason and his wife Jayme have been married for 16 years and have four children. He has been a coach for many youth sports teams over the last decade and currently serves on the Board of Directors for South Buncombe Youth Sports for their baseball, softball and basketball programs. Jason also provides tutoring support at his children's schools. Although he keeps busy helping others to achieve their academic and athletic goals, Jason is also a gifted athlete himself, racing in 4-6 triathlons a year.

Drue Ray sees this coaching and growth mindset as she works with Jason: "He puts a great deal of thought into how to facilitate growth, whether with the kids he's coaching, with the team at *SimplyHome*, with his own goals, his family, or the clients we serve every day. He gets excited about people's gifts and helping them take ownership of those gifts, whether it's employees or kids on the baseball field. He has grown into seeing potential problems as opportunities for growth and discovering something positive – just because something is negative doesn't mean it has to stay that way. He has learned to take the time to discern how to handle hard conversations in the best way possible. To me, that's intentional, mindful leadership."

As Jason takes on the role of company President, his focus is still on creating outcomes: "I'm excited to continue our work impacting people's everyday lives. It's rewarding to work on technology that can be life-changing for people, and it's rewarding to work with this team of people at *SimplyHome*. So much has changed in eleven years – from having one customer to doing business all across the country. And it wouldn't be possible without this team – so I couldn't be more excited."

About *SimplyHome*:

SimplyHome provides innovative and affordable technology solutions that transform how we care for aging, disabled, and veteran populations. Since 2004, the company has been committed to empowering caregivers, organizations, and policymakers with enabling technology solutions. To learn more about *SimplyHome*'s innovative technology solutions, visit www.simply-home.com.

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