

Greg Robertson is the Senior Vice President and General Manager of NOTIFY. With over 20 years of ownership and management experience in both hardware and software companies, Robertson joined Eldermark Software in 2012 to champion the mobile technology platform. Robertson spearheaded the founding and development of the NOTIFY platform as a response to the industry's need for streamlined care coordination and communications, and to provide meaningful data to senior living communities. During his time with NOTIFY, Robertson has guided product development, coding, sales and marketing and he has led NOTIFY to become the industry leader in emergency call systems and communications for thousands of senior living organizations nationally. Robertson attended the University of Wisconsin-Eau Claire and completed coursework in Contracts and Business Law at the University of Minnesota-Twin Cities.