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Media Contact

Lindsay Curre

lcurre@tippingpointcomm.com

585.402.1916



Lifetime Assistance, Inc. Names Bryan O’Donovan As New Chief Executive Officer

ROCHESTER, N.Y., February 9, 2022 – [Lifetime Assistance, Inc.](#) announced today that Bryan O’Donovan has been named as the organization’s new Chief Executive Officer. Bryan will begin employment at Lifetime Assistance, effective March 28, 2022 and will resume full CEO duties on April 18, 2022. O’Donovan will lead the advancement of the organization’s mission to help people with developmental disabilities achieve their full potential and be included in the community.



O’Donovan, a longtime leader for programs across the University of Rochester Medical Center (URMC) network, joins Lifetime Assistance following a three-year tenure as President and CEO of St. James Hospital in Hornell, N.Y. Prior to his role at the hospital, he spent seven years serving in various directorial roles for URMC’s Strong West Facility, Ambulatory Administration sector, and Heart Failure, Artificial Heart and Transplantation program.

Passionate about helping vulnerable members of our community, O’Donovan began his career as an Administrative Officer for the U.S. Department of Veterans Affairs. A veteran of the U.S. Army himself, he oversaw programs that supported the welfare and rehabilitation of homeless and disabled veterans.

“O’Donovan’s dynamic experience leading some of our region’s top healthcare programs makes us confident that he will continue to enhance the life of the people we serve at Lifetime Assistance.” said Tom Smithgall, Lifetime Assistance Board Chair. “We feel grateful to have found a leader with demonstrated values that align with our mission of helping those in need achieve success and independence.”

O’Donovan will succeed long-time President and CEO Jamie Branciforte following his retirement this spring. Branciforte has led the organization since 1988 and is credited with growing Lifetime Assistance to the \$85 million organization that it is today. In anticipation of Branciforte’s departure, the organization partnered with [JK Executive Strategies](#), a Rochester-headquartered executive search firm, to identify a new leader to assume the CEO role.

A graduate of St. John Fisher College, O'Donovan earned a bachelor's degree in history and a master's degree in human resource development during his time at the school. From there, he went on to acquire a Master of Public Administration degree in health policy from American Public University.

In his free time, O'Donovan enjoys spending time with his wife, Shanna, and their three children. He currently resides with his family in his hometown of Avon, N.Y.

ABOUT LIFETIME ASSISTANCE

Lifetime Assistance, Inc. is the largest, most comprehensive agency in the Greater Rochester area serving children and adults with developmental disabilities. It serves more than 1,800 people every day at more than 70 sites providing a full spectrum of individualized services to help children and adults with developmental disabilities reach their maximum potential by promoting independence, dignity, respect, inclusion, and success.

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