

Senior Housing Influencers

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By **Erika Morphy** | December 09, 2020 at 07:00 AM

We can count the senior housing asset class as among those real estate categories upended by the pandemic. Fortunately, there are signs that the sector is stepping to recovery but it will be undoubtedly an uphill road. One factor in the senior housing class' recovery will be its deep bench of strong leaders.



GREG WEST ZOM SENIOR LIVING As CEO, Greg West has successfully spearheaded ZOM Living's expansion into the senior housing space. As an industry expert working with the multifamily firm since 1997, West is responsible for all aspects of the company, including identifying new opportunities, underwriting parameters, executing due diligence, project design and construction. Deeply involved in the company's development activities and investor relations, West has recently led the firm's development platform into the senior housing sector to deliver high-quality senior housing development projects. Aiming to rival the firm's primary multifamily business, West has assembled teams of operators and investors and has established a business strategy with plans to expand the firm's sector footprint, nationally. Under West's direction, within the past 12 months, ZOM Living has commenced construction on its first three senior housing projects. In addition, West remains active within the industry and the Miami community by serving on various boards, councils and committees.