

Florida Trend

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The 2022 Florida 500 print edition is now available. The editorial staff of Florida Trend recognizes Florida's most influential business leaders spanning across more than 60 business categories. The editorial selection of the 500 executives was based on extensive contacts in regional business circles, hundreds of interviews and months of research, culminating in a highly selective biographical guide to the people who really run Florida.

REAL ESTATE

GREG WEST

CEO, ZOM LIVING, ORLANDO, FORT LAUDERDALE

West is responsible for all aspects of leading the company with particular focus on development activities nationally. He joined ZOM in 1997. The company has 55 employees. He serves on the ULI Americas executive committee, as a ULI global governing trustee, and on the advisory board of the ULI Center for Sustainability and Economic Performance. "Trip Stephens has been my partner for over 25 years now, and it is impossible for me to imagine where our company or my career would be without that relationship," West says.



LEARNED TO APPRECIATE

"Every single day brings a new and different set of problems and challenges that have to be overcome. Fifteen years ago, the obstacles surfaced fear and anxiety along with them. I have learned to embrace the madness and enjoy the process of navigating through the quagmire."

EDUCATION	Southern Methodist University (BA), Texas A&M University (MA)
HOBBY	Hunting. Being outdoors in beautiful, remote places allows my mind to escape. I also like the sense of adventure in the hunting itself. My son also hunts now, so the best part is being his guide!
ADMIRE	Neisen Kasdin's contribution to this community through his professional work, political service and community engagement is unparalleled in South Florida.
READING	Uncontrolled Spread: Why COVID-19 Crushed Us and How We Can Defeat the Next Pandemic, by Dr. Scott Gottlieb