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# Meet the 2024 Power Leaders 250 – Part 4: Real Estate

Welcome to Part IV of our Power Leaders 250 online package.

Today, we share executives that excel in the Real Estate field.

Selected by our editorial team, our Power Leaders 250 spotlights winning executives across the tri-county region's major sectors. It's our way of celebrating the many business leaders that help grow our diverse business market and advance our local economy.



## GREG WEST

CEO, **ZOM LIVING**, FORT LAUDERDALE

West heads a national leader in multifamily development, with over 24,000 apartment units nationwide. The company recently expanded into the senior housing and active adult market, delivering three senior living communities in Florida over the past year.

- **BIRTHPLACE:** Lubbock, Texas
- **EDUCATION:** Bachelor's degree, accounting, Southern Methodist University; M.S., land development and construction management, Texas A&M University
- **WHAT I ENJOY MOST ABOUT MY INDUSTRY:** I love finding ways to design and build places that connect with people emotionally.
- **BIGGEST CHALLENGE FACING MY INDUSTRY:** Housing affordability is a daunting issue.
- **ONE MISSED CAREER OPPORTUNITY:** I wish I branched into the self-storage business 20 years ago.
- **I POSITIVELY IMPACT MY COMMUNITY BY:** The work I have done at Urban Land Institute.
- **MY CHILDHOOD HERO:** Roger Staubach
- **UNIQUE HOBBY:** I collect live fire artillery.