



GREG T. WEST

CEO, ZOM Living

Fort Lauderdale



ZOM is a leader in multifamily development, with over 24,000 apartment units nationwide. The company recently expanded into the senior housing and active adult markets.

Birthplace: Lubbock, Texas

Education: Bachelor's degree, accounting, Southern Methodist University; M.S., land development and construction management, Texas A&M University

Advice I wish I'd received early in my career: Don't be so cautious about stepping out on your own.

Business "wisdom" that's overrated: "The pursuit of perfection isn't worth it; that is rarely the optimal result."

Message to the next-gen workforce: If you want to be successful, be in the office at every opportunity.

My latest binge: "Landman"

Contact: www.zomliving.com, gtw@zomliving.com, 954-779-7950