

# JUSTIN PENNEY



## **MARQUISE HOSPITALITY** **DIRECTOR, BUSINESS DEVELOPMENT**

My work and professional experience in the last seven years have been developing strategic relationships across the community with corporate, medical, social, and vulnerable communities as they relate to seniors and how we care for and support them. Building bridges and trust across multiple agencies has been a focal point in my roles in the Senior Living sector as Director of Business Development, Regional Director, Leasing and Marketing, General Manager, and Community Relations Director.

Colleagues know me as a highly organized and passionate leader who is never afraid to be creative when coming up with solutions. I have a driven work ethic and am goal oriented and energized by challenging projects.

I reside in Vancouver with my fiancé Diane. We enjoy walking our dog, golfing, and dancing in our spare time.

**What skill and or experience will you bring to the committee?**

- Experience with budgeting, projections, and consistently bringing projects to a successful conclusion within budget parameters
- Extensive experience within senior living communities from different perspectives: Sales & Marketing and General Manager (operations)
- Extensive senior living industry knowledge: where the pain points are, what clients are needing within the sector, the direction the SL industry is moving in, what's working, and what necessary changes
- Experience with planning and executing large events (grand openings)
- Having a hospitality degree background has informed my decision-making process and direction for excellence in senior living care

**How many BCCPA Conferences have you attended?**

1