

JUSTIN PENNEY



MARQUISE HOSPITALITY **DIRECTOR OF BUSINESS** **DEVELOPMENT**

Having started my career in Hospitality over 18 years ago, 10 of those in Sales and Marketing leadership in the senior living sector, service excellence continues to be the prevailing theme. My current role is as Director of Business Development, for Marquise Hospitality Senior Living, the dedicated Senior Living division of Compass Group. Being a highly organized individual with a strong background in event planning, stakeholder engagement, and financial management, I plan and prepare meticulously in my work, allowing for colleagues and business partners to have confidence in what Marquise offers.

I lean towards a “glass half full” mentality and care deeply about the needs of others. (Not a surprise that my career path supports enriching the lives of seniors!)

I’m married, and enjoy spending time golfing, travelling and following the Canucks. In my spare time, I appreciate listening to podcasts that inform and make me laugh

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

I have successfully planned large-scale events within the senior living sector, including the grand opening of Amica White Rock for over 600 attendees. My responsibilities involved organizing tours, dining arrangements, event flow, attendance management, ceremonies, speeches, and securing dignitaries and media. Additionally, I created the Founder’s Club at Amica White Rock, orchestrating themed meetings for 150-200 people, featuring informative presentations and food and wine tastings, which were well-received by attendees. My strategy involves working backwards from set outcomes or goals, ensuring all stakeholders’ success through clear communication, leadership in team coordination, and effective project management.

In my role as Director of Business Development at Marquise, I excel in building and maintaining relationships with corporate sponsors, exhibitors, and members, creating networking and collaboration opportunities. I am skilled in training and education, having developed lectures, workshops, and training programs for independent living, assisted living, and long-term care. With a strong background in budgeting and financial management, I ensure the financial success of events, such as the BC Cares Conference. My extensive experience and commitment to improving seniors’ lives position me as a dedicated and creative team player, ready to contribute to the conference planning committee, ensuring the BC Cares Conference is informative, engaging, and successful for all stakeholders.

How many BCCPA Conferences have you attended?

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