

**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Nikos Westmoreland Promoted to President & COO  
at Grand Living Management**

**Minneapolis, MN** - Grand Living, a leader in providing exceptional care in senior living communities, is proud to announce the promotion of Nikos Westmoreland to the position of President and Chief Operating Officer. With a deep-rooted passion for excellence and an unwavering dedication to success, Nikos is set to lead the organization to unprecedented heights.

Nikos brings to this role a track record of performance and growth amassed over two decades of executive leadership experience within both for-profit and non-profit organizations. His exceptional leadership capabilities have been honed within renowned brands of global reach, emphasizing the significance of service experience and talent development.

As Grand Living's Chief Brand & People Officer, Nikos has been instrumental in driving the company's strategic vision and ensuring a strong organizational culture. Before his tenure with Grand Living, Nikos held several key leadership positions, including at a well-respected professional services firm with worldwide reach, as Senior Vice President and COO for one of the largest hospitality companies in the southeast US, and as Vice President of Brand Experience for one of the nation's oldest and most well-loved social organizations. Coupled with his bachelor's in communications and master's in organizational leadership, his exceptional contributions and innovative approaches have consistently driven tangible results, making him a sought-after leader in his field.

In his new role as President and Chief Operating Officer at Grand Living, Nikos will oversee and provide guidance to the organization's national resource teams, including culinary, sales and marketing, health and wellness, training and development, and human resources. He will also

be responsible for ensuring operational excellence across all communities, fostering a culture of continuous improvement, and setting ambitious goals for performance and growth.

Nikos' visionary leadership will play a pivotal role in aligning every facet of Grand Living's operations and executive team endeavors with the company's mission to elevate the brand and provide an unparalleled resident experience. Leveraging data-driven decision-making, he will drive the implementation of robust strategies, plans, and procedures to solidify Grand Living's position as a best-in-class employer and a leader in senior living environments.

"We are thrilled to have Nikos assume the role of President and COO of Grand Living," said Dan Peterka, Founder and CEO. "His exceptional leadership skills, forward-thinking approach, and unwavering commitment to excellence make him the ideal person to lead our organization into a new era of growth and success."

"Grand Living is fueled by a passionate team of people who believe that life should be lived to the fullest at any age, and that our best memories are those still to be made," Westmoreland said. "I look forward to playing my part in advancing the Grand Living story, as we work to exceed the expectations of our residents, their families, and our team members around the country."

Please join us in congratulating Nikos Westmoreland on this well-deserved promotion and his continued dedication to elevating the Grand Living brand.

**ABOUT GRAND LIVING:**

Grand Living, headquartered in Minneapolis, MN, is a leading provider of exceptional senior living communities, with independent living, assisted living and memory care options. With a focus on offering luxurious accommodations, comprehensive care services, and an engaging resort lifestyle, Grand Living creates vibrant communities where residents can thrive and enjoy FIRST CLASS HAPPINESS®. With a team of more than 1,100 dedicated people, Grand Living is committed to delivering unparalleled experiences and elevating the standards of senior living. To learn more, visit [www.grandliving.com](http://www.grandliving.com).

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