

Craig D. Hanson

President

Weigand-Omega Management, Inc.

Chief Executive Officer & President

Omega Senior Living

Chairman of the Board

VitalCore Health Strategies



CRAIG HANSON is a navigational leader that takes a vision and helps make it reality through sound strategy and business culture development. He intuitively sees the threads of opportunity that wind through an organization, brings them together into a coherent whole, helps others develop and extend their thinking, and drives culture and strategy to create material business advantages. Focusing on innovative service and value creation for clients, he fully understands that a company is only as good as those that comprise it and has been able to attract and retain top industry talent at all levels by helping create an environment where associates are valued, challenged, invested in, and held accountable. He is an inspirational leader who listens, teaches and tells stories that inspire action while at the same time is grounded in financial information and sound data analysis. Craig is a strong believer in servant leadership and strives to adhere to the business Core Values of Honesty and Integrity, Family and Community, The Pursuit of Excellence, Continuous Improvement, Team First, Humility, and Sensible Cost Management.

He had the fortunate experience of being at to sit at the feet (so to speak) of his father, his mentor and the co-founder of Weigand-Omega Management, and has had a lifelong follow-ship. He got his start in the business world as a young teenager by cleaning pools, mowing lawns, painting and then leasing apartments before working his way into various on-site leadership roles learning most facets of the property management business. He joined Weigand-Omega Management full time, after graduating from the University of Kansas, as a District Manager overseeing a large portfolio of apartments and commercial developments prior to becoming the Vice President and then President. He and his father Bob started Omega Senior Living in the spring of 2016.

Craig believes that people in general want to be connected to something bigger than themselves, even at work, and has created the My Neighbor's Keeper initiative to surround associates that have encountered difficult life trials giving them hope and care, and to serve others in the various communities the businesses operate in with initiatives like Bags of Blessings, Teacher's Dream List, Adopt-A-Senior, and Cupboards of Care among others. He believes that in general, people are better versions of themselves when they are take time to serve others.

He considers himself blessed to lead and cast the vision for three companies now as President of Weigand-Omega Management, Inc. a property management firm founded in 1976 specializing in apartment, commercial, and hospitality management; as CEO and President of Omega Senior Living managing assisted living, memory care, independent living, and skilled nursing and rehab communities, and as Chairman of the Board of VitalCore Health Strategies. Taking best practices, rich corporate culture and innovations from each company, Craig's vision is to continually improve operations and be a service leader in each of these respective industries.

Craig graduated with a Bachelor's Degree in Business Administration from the University of Kansas. He holds the Certified Property Manager (CPM®) designation from the Institute of Real Estate Management, and the Real Property Administrator (RPA) designation from the Building Owners and Managers Institute.

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