

Calson Management Press Release



Senior Living veterans join Calson Management

FOR IMMEDIATE RELEASE - October 9, 2023

Calson Management has announced Sadek Nassar as new Chief Operating Officer. Concurrently, Susan Bowser joins the organization as new Vice President of Sales. Nassar will be responsible for the leadership, strategic planning and operations guidance for the Calson Management portfolio of communities. Bowser will lead the sales teams and oversee all Calson Management sales initiatives.

“We’re excited to have Sadek and Susan as the newest members of our talented and diverse leadership team,” said Jason Reyes, Principal for Calson Management. “They both bring extensive expertise and knowledge to their roles, which will be invaluable in meeting the evolving needs of our organization. We’re looking forward to their contributions as we continue to expand and grow our mission”

Nassar brings more than 10 years of senior living leadership experience and an additional 11 years in multifamily housing and hospitality. Nassar is focused on building relationships with residents, collaborating with teams and implementing strategies that enrich lives.

Bowser brings more than 20 years of senior living sales and marketing experience to her role and is passionate about serving her team and our current and future residents.

Nassar holds a Bachelor’s in Business Administration, Finance from California State University. Bowser is a graduate of the University of Phoenix with a Bachelor’s in Human Services Management.



About Calson Management

Calson Management (“Calson”) is a second generation, family-owned and operated group with over 30 years of experience in the Senior Housing industry. The company’s mission is to serve the health needs & improve the quality of life for aging seniors who need assistance with daily

activities. Calson Management provides a full suite of services and solutions for every aspect of a Senior Living project, including but not limited to pre-development, development, owner's representation, horizontal and vertical construction as well as long term operations. Calson has focused operations that target the California market, as although California is the sixth youngest state, it is projected to age faster than the entire nation.

Interested in connecting with us

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