



CELEBRATING
55 YEARS

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2024 Ones to Watch - Rising Stars: Jennifer Then, Cruz Management

June 28, 2024 - Spotlights



Jennifer Then
Regional Property Manager

Cruz Management

“Jenn is a Rising Star for her remarkable growth to regional property manager and her inspiring leadership at Cruz Management. Her work ethic, problem solving, industry knowledge and team management have improved our company processes and is helping to drive us toward our future goals. She cherishes family and mentorship and actively engages in community involvement, showcasing her dedication, passion, and well-rounded character.” - Justin Cruz, COO, Cruz Companies.

In the last 12 months what accomplishment are you most proud of? At Cruz Management, we have implemented several new protocols and a new level of accountability for every department. I am very happy with the level of critical thinking and input the team is providing to show our tenants how much Cruz Management cares about their experience. I am also especially proud that we're updating our software to make our processes more efficient, which will have a big impact across the 2,000-plus units we manage.

How do you balance your rising career with your personal life? That's a fantastic question. I have struggled with balancing my personal and professional lives for a very long time! That said, I find it rewarding to serve as a resource and advocate for residents of Cruz Management properties, especially since taking on the role of regional property manager last fall. This also makes my free time feel valuable, and I love hanging out at my parents house or watching a movie with my puppy, Mickey.

Who are the key people in your life that have contributed to your success? My family will always be the first to mention. I get my work ethic from my dad, my perseverance from my mom, and my drive to do better by being the eldest of three siblings. I also know that I wouldn't be where I am today in the management business if it wasn't for the chances Cruz Companies COO Justin Cruz took on me. He saw my potential while I was still doubting every step.

Outside of your career, where else do you seek continuous learning and personal growth? Outside of Cruz Companies, I'm on the board at the condo association where I live. I was recently appointed president, so it helps me develop a more versatile perspective on how to approach obstacles our team faces at work. I know how to look at an issue in most cases as a renter, owner, and a manager. I am humbled daily by what I learn and my curiosity leads me to new opportunities — and headaches!