



**BRANDON  
WILDE**

**Greg Byrge**

After a 30-year career in the senior living industry, Greg Byrge, Executive Director of Brandon Wilde, has never forgotten the words his first administrator told him when he took a position as Director of Admissions and Marketing.

"He told me two weeks into my job that I would love it or hate it," Greg recalls. "He said, 'If you hate it, you need to leave today. If you love it, you'll be here for life.'"

Moving up the ranks at senior living communities across the country, Greg couldn't imagine doing anything else. After the pandemic, however, he started feeling burnout, so he did interim work in the industry to rediscover his purpose. In 2023, a recruiter came calling about Brandon Wilde.

"The moment I stepped into the lobby at Brandon Wilde, I knew," Greg says. "This was the place. It renewed my spirit."

The award-winning community has an occupancy rate of more than 95%, and accommodations include independent living, assisted living, assisted living memory care, skilled nursing and skilled nursing memory care.

However, Greg says, "The buildings are just buildings. The people who live and work here create the personality."

He loves helping people who feel like they have no place else to turn. In his various positions, he has been happiest when interacting with staff members and the fascinating residents in their care.

Like Al Capone's girlfriend. Or the 104-year-old who rode a mule to Sunday school as a girl. Or one of the first medics to land on the beach at Normandy on D-Day.

"It's the power of the testimony of life," Greg says. "I meet people I never would have met if I wasn't in this career."

He also enjoys spending time with his adult children, Brandi and Kenny, and grandson Kenny. His constant companion, a 3-year-old golden retriever/German shepherd mix named Winston, often joins him at work as well.



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