

# GREG ELLINGSON

VICE PRESIDENT

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Greg Ellingson joins HJ Sims as Vice President, bringing a unique perspective shaped by his experience supporting the financial and analytical efforts of mission-driven organizations. His career in senior living is distinguished by his comprehensive view of the sector, having supported financing and strategy from the perspective of the developer, manager, and owner across different community types and capital structures.

Iowa is home to Greg and his family; he grew up in Pella and has called Des Moines home for nearly a decade. Greg's professional journey began at Central College, where he studied Political Science and Economics, served as student body president, and interned in the British Parliament. He then earned a Master's Degree in Public Policy from the University of Chicago Harris School with a certificate in Municipal Finance.

Greg honed his technical skills in public finance at Stifel in Denver, where he supported municipal bond transactions for a variety of state agencies and local governments. Upon returning to Iowa, he applied his analytical rigor to the non-profit sector, leading data and financial initiatives for a major health system and the regional transit agency.

Greg's passion for project finance and the acute need for senior housing led him to LCS, the nation's third-largest senior living operator. He initially led financial feasibility for development projects nationwide, a role he found deeply rewarding because it allowed him to see how disciplined and anchored assumptions translate into the physical creation of vibrant communities for seniors.

**HJ SIMS**  
**INVESTMENT**  
**BANKING**

**Greg Ellingson**

Vice President

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# GREG ELLINGSON

EXECUTIVE VICE PRESIDENT

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Greg later transitioned to the LCS real estate team, where he directly led bank financings for owned properties. In this role, he led relationships with industry lenders and equity partners to execute over \$500 million in financings. This experience taught Greg that a collaborative, long-term mindset is essential when navigating complex capital structures and partner relationships, a philosophy he now brings to every HJ Sims client.

Greg is drawn to HJ Sims for the opportunity to support communities and boards during their most critical moments of growth or repositioning. He believes that when the capital side is expertly managed, operators are freed to focus on their mission of care. This mindset is reinforced by his past service on the board and as Treasurer for his children's nursery school; directly seeing how a supportive, forward-thinking board provides the necessary foundation for an organization to flourish.

Greg lives in Des Moines with his wife and three children. They enjoy being active, exploring local trails and parks, and staying connected with their friends and family.