

# Gabriel L. Cruz

Vice President of Operations and Development  
Insignia Senior Living

It is not easy to leave in the middle of a successful and promising career in the healthcare investment banking industry with JPMorgan Chase & Co. in San Francisco to fulfill your duty as a son to assist your family in times of hardship such as the one the world is living through because of the Covid-19 pandemic.

However, for Gabriel Cruz, vice president of operations and development at Insignia Senior Living, a family-owned company focused on senior care alternatives, the decision was simple: A duty to family and the vocation to help seniors went above everything else. He did not have second thoughts about abandoning the potential opportunities afforded by the global financial world to return to his island when he was barely beginning to hear about the novel coronavirus.

"My father, being a healthcare worker for so many years, realized the magnitude of this pandemic and, by February, he closed all visits to our centers and began to prepare. This was before the government announced the lockdown here in Puerto Rico," Cruz recalled.

"When the pandemic started, I saw there was a need in my family's business, and as this population is vulnerable to a virus like this, it was important to take action quickly. I saw my father, who is the CEO of the company, and my mother, who is the vice president, who were barely sleeping and needed support, so I immediately decided to talk to my team in San Francisco and explain the situation to them," Cruz explained about the unfolding situation and why he returned to the island days before the government took restrictive measures in March to stave off the pandemic.

A vocation for healthcare is innate in Cruz, who lists as one of his greatest achievements as having been able to rejoin Insignia Senior Living while supporting his family in such times of uncertainty.

"Having been able to come to Puerto Rico and work to make an impact on the elderly community is priceless," said the young professional, while assuring that the keys to his success are having courage and drive.

"Grit is what Prof. Angela Lee Duckworth calls a positive, non-cognitive trait based on an individual's perseverance of effort, combined with the passion for a particular long-term goal, and that's the key to success, having that perseverance and passion to achieve the goal set," he said.

**Full Name:** Gabriel L. Cruz  
**Birth Date:** June 8, 1994  
**Place of Birth:** San Juan, Puerto Rico  
**Education:** Bachelor's in Economics – Finance and Health Care Management and Policy, The Wharton School, University of Pennsylvania  
**Marital Status:** Single  
**Favorite Restaurant:** Nikkei  
**Favorite Beverage:** Whiskey and Tequila

**Favorite Place to Shop:** Online  
**Dream Destination:** India  
**Drives:** Takes Uber  
**Nightstand Reading:** "Grit: The Power of Passion and Perseverance" by Angela Duckworth  
**Slogan/Motto:** "Insanity is doing the same thing over and over again and expecting different results."



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# Wilfredo Torres Carattini

President/Head of Marketing & Communications  
Stratellix Group

Sales, telemarketing, communications, development of brand strategies... you name it, and Wilfredo Torres Carattini has done it. "As I have grown professionally in the industry, I have been driven by the goal of helping clients with their sales and marketing needs," said Torres. "Our services help clients transform sales and marketing challenges into opportunities, providing, in our case, the advantage that we work from a digital mindset, which not only represents innovative solutions for our clients, but also has allowed us to respond to unforeseen events such as the Covid-19 pandemic."

Torres, who is responsible for the digital integration between the areas of strategic planning, creative, media and public relations for the local and international clients of the integrated marketing and digital media firm Stratellix Group, explained that achieving success requires more than just drafting a plan.

"Beyond a strategy, I would say that setting short- and medium-term goals is essential," said Torres. "My formula is always to test A and B, and from there identify what works and what doesn't."

Humility and commitment to his team and clients are two qualities that Torres aims to nurture, along with creativity at work and a quick response to complex situations.

"My greatest source of pleasure derives from continuing to, throughout our work, help Puerto Rico move forward," Torres said. "For us, leaving the island is simply not an option, and recognitions such as this one [being selected as one of the 40 Under 40] reaffirms us with the knowledge that we are in the right place at the right time, inspired each and every day by the positive results of our projects and initiatives, which in turn represents the success and growth of our clients."

This commitment has led the company to expand into the international market last year, providing services in countries such as Mexico, Colombia and Spain.

"We are constantly searching for opportunities for our clients to export to markets such as Latin America as well," said Torres, whose idea of relaxing goes from spending free time at the beach to planning yearly trips to several countries.



**Full Name:** Wilfredo Torres Carattini  
**Birth Date:** February 12, 1987  
**Place of Birth:** Caguas, Puerto Rico  
**Education:** Bachelor's in Marketing from Universidad Ana G. Méndez; Master's in Public Relations from the University del Sagrado Corazón  
**Marital Status:** Single  
**Favorite Food/Restaurant:** Sushi/Sushisamba

**Favorite Beverage:** Puerto Rican coffee  
**Favorite Place to Shop:** Nordstrom and Amazon  
**Dream Destination:** Tahiti and Australia  
**Drives:** BMW X3  
**Slogan/Motto:** "We take with us what we have eaten, what we have experienced and what we have traveled."