

Cristina Quezada, Director, Residential Care Sales of Brand New Day



Cristina is a remarkable young woman. At the age of 4, she was helping her mom care for a woman with Alzheimer's. At the age of 14, she was going to work with her mom as a volunteer at an assisted living community in Yorba Linda, AND babysitting to earn money. At 17, she was hired as a receptionist at that same community.

Upon graduating at 18, she transferred to a sister facility as a caregiver. Within 3 months, she had worked her way up to lead-caregiver, and then was appointed to train others in dementia caregiving and other subjects. She continued her climb and worked in other communities and other departments until she made a full circle and came back to the first assisted living community as their Sales & Marketing Director.

Since then, Cristina has continued to demonstrate an amazing work ethic, and has eventually found her place at Brand New Day as their Director of Residential Care Sales, helping this new company to grow and enhance the client experience in the region.