

PEOPLE ON THE MOVE

HIRINGS, PROMOTIONS, BOARD MEMBERS AND SPECIAL ANNOUNCEMENTS IN SAN DIEGO

REQ

DIGITAL MARKETING AND BRANDING

New Hire



Brooke Weller

REQ, a leader in digital marketing and brand management, has hired Brooke Weller as Senior Vice President of Media. Weller will lead the newly integrated Digital Media team made up of experts in search, social, and display advertising as well as SEO, social media, and digital content. In this role, Weller will oversee the REQ Media team's operations and processes to effectively deliver a seamless, unbridled client experience across all channels. She will work closely with REQ's Media team leads to drive client performance forward through strategic business recommendations, concrete activation planning, and data-driven optimizations. Previously, Brooke supported large-scale, global media planning and execution programs at performance marketing agencies iProspect and Neil Patel Digital. Brooke can be reached at bweller@req.co and [linkedin.com/in/brooke-weller-715b688/](https://www.linkedin.com/in/brooke-weller-715b688/)

Rady
Children's Institute
Genomic Medicine

NON-PROFIT

New Hire



Lynn M.T. Perez

Rady Children's Institute for Genomic Medicine is pleased to announce the selection of **Lynn M.T. Perez** as its new Senior Vice President/Executive Director. A highly skilled executive leader, Perez has directed clinical, research and business operations at large health care systems for more than 15 years. Most recently Vice President of the Brain Health Center and Marcus Autism Center at Children's Healthcare of Atlanta, Perez has an impressive history of driving consistently excellent results for clinical outcomes, research and science, revenue, and patient satisfaction/loyalty.

"Lynn is a strategic thinker, team builder and proven leader," said Stephen Kingsmore, MD, President and CEO of Rady Children's Institute for Genomic Medicine. "Her record of success in leading a progressive research institute makes her uniquely qualified for this critically-important position."

With major initiatives and growth opportunities on the horizon, Perez will play a key role in supporting expansion and strategic development at the Institute. She will begin her position in mid-June.

See how Rady Children's Institute for Genomic Medicine is changing lives at [radygenomics.org](https://www.radygenomics.org)
LinkedIn: <https://www.linkedin.com/in/lynn-perez-518492b5>
Twitter: [@radychildrens](https://twitter.com/radychildrens)

SKYLINE
Construction

CONSTRUCTION

New Hire



Jonathan Cruz

Skyline Construction is pleased to announce that **Jonathan Cruz** has joined it's San Diego team as Project Manager. Cruz is responsible for building relationships with clients and business partners. He works with owners and designers on budgeting, estimating, scheduling, coordination of vendors, constructability reviews, and value engineering. Cruz brings 10 years of experience in the construction industry. Prior to joining Skyline Construction, Cruz was a Project Manager with Rudolph and Sletten where he managed key projects in justice and life sciences for clients including Illumina, Johnson & Johnson, and Pfizer. Cruz earned his degree from Cal Poly San Luis Obispo in Architecture with a minor in Construction Management and is a Design-Build Institute of America (DBIA) associate. Jonathan can be reached at jcruz@skylineconstruction.build

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