

## Narrative Bio for Grassi



Gary M. Solomonson, M.Div.  
>Virtical's Founder, Storyteller, Coach

>Virtical = Virtual & Vertical Deep-Dive Coaching

[www.virtical.live](http://www.virtical.live)

Gary M. Solomonson is the founder and principal of >Virtical, a boutique coaching and training consultancy serving senior living communities and related aging-services organizations. Through Virtical, Gary, his team, and collaborators provide one-to-one guidance with supervisors and selected staff members, helping organizations strengthen outreach, sales culture, community partnerships, and everyday leadership practices. His work focuses on practical coaching that helps staff connect more meaningfully with residents, families, and the communities they serve.

Gary's work is grounded in 45 years of leadership experience with one of the country's respected senior living development and management companies where he had the rare opportunity to help grow a small family-owned organization into one that developed and managed more than 80 senior living, residential, and healthcare communities, along with related service enterprises. Over the course of those decades, he wore many hats. His work included development planning, project oversight with architects and vendors, collaboration with city administrators and community leaders, marketing strategy, staff recruitment and development, and later participation in mergers and acquisitions. The experience provided Gary with a broad, practical understanding of how successful senior living communities are built, sustained, and renewed over time. Today, the company continues to manage a wide network of communities and Gary remains connected to its mission through service on the board of one of its nonprofit organizations.

Through >Virtical, Gary now focuses on helping for-profit and nonprofit communities, owner-operators, and emerging leaders strengthen their outreach, storytelling, and staff engagement. His coaching style reflects a belief that the most meaningful growth in organizations happens through conversation, curiosity, and practical experimentation rather than rigid formulas. He is also a writer, storyteller, and program developer whose projects often blend leadership development with creative engagement. These include

initiatives such as Table of Eight, a support circle for family dementia caregivers; three learning methods — Macro, Micro, and Mentor — delivered through customized QuickStart Tutorials as practical learning formats for senior living staff; and a range of community-building programs designed to strengthen relationships among residents, families, staff, and the surrounding community.

Gary was raised in a small farming community in Minnesota where his parents regularly visited local rest home residents and the elderly in nursing homes and hospitals — an early influence that shaped his lifelong interest in the well-being of older adults. He holds degrees in Philosophy and Speech/Theatre Arts from St. Cloud State University; a Master of Divinity/Theology from Luther Theological Seminary, and has pursued post-graduate studies in counseling with elders. He remains active as a writer and speaker exploring the intersection of aging, community life, intergenerational theatre for all ages, and spiritual growth.