



Nancy Borum
Founder and CEO
ID Collaborative, Inc.
Greensboro, NC

Borum is celebrating 20 years of innovative excellence as the owner of one of the country's premiere senior-living design firms. She has served on the executive boards of ASID and IIDA as well as numerous boards in her community and state and has served as design professor for The University of North Carolina at Greensboro.

Nancy and the designers of her award-winning firm are completing projects throughout the United States and count as their clients the leaders of senior-living development and innovation including Wellstone Communities, Steven D. Bell & Company, Kisco Senior Living, and The Presbyterian Homes.

Nancy's knowledge of corporate, medical and hospitality design combined with her expertise in the needs of senior adults have placed her and her staff of designers in high demand for the creation of state-of-the-art, progressive-care senior-living properties which promote any individual's opportunity to age with grace and dignity.