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Zocalo Hires Nelson Laux as Community Director for Coda Cherry Creek

Denver (April 23, 2018) – Zocalo Community Development is pleased to announce Nelson Laux has joined the company as the Community Director at Coda, a luxury, high rise apartment community in Denver’s Cherry Creek North neighborhood. Laux brings over 12 years of experience in operational and managerial functions for high end luxury apartment communities.

“Nelson has built a reputation for creating programs that encourage resident engagement and delivering five-star service to residents and team members,” said Kellea Jeffrey, Director of Real Estate for Zocalo. “We are excited to welcome him into the Zocalo family and bring his leadership to Coda.”

In his role as Community Director at Coda, Laux is responsible for the overall operations of the community, including leading the onsite team, monitoring financials, operational performance, and maintaining positive resident relations.

“Working for a company that places an emphasis on doing good for others while supporting their team members’ professional and personal goals has always been important to me,” said Laux. “I’m excited to join the Zocalo team and look forward to being back in the Cherry Creek area where I plan to build strong, lasting relationships within the community.”

Laux began his career in the multi-family industry in 2006 after spending several years working in the hospitality and airline industry. In 2008 and 2011, his teams won Apartment Association of Metro Denver’s Tributes Awards for Most Outstanding Team. In 2017, Laux was accepted into the Downtown Denver Partnership’s Leadership Program and helped promote the city’s 5280 Loop Initiative to downtown businesses and residents. He is a graduate of Western State College of Colorado where he received a Bachelor of Arts in Business Administration.

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About Zocalo Community Development

Zocalo Community Development is a next-generation real estate company, joining social purpose with profitability, that creates sustainable projects aligned with key demographic, market, and environmental trends. We focus on projects and locations where demand for green, mixed-use, mixed-income development outstrips supply and public policy favors affordable, planet-friendly projects that help residents achieve their aspirations. Learn more at www.zocalodevelopment.com.