
Tyler Luna – Bio & Background

Background

Tyler Luna's professional journey reflects his natural ability to solve problems and connect with people on a personal level. From a young age, he was fascinated by technology, often fixing devices for family and neighbors. This curiosity evolved into a passion for helping others, particularly those who found technology intimidating.

Tyler's career began at the San Diego County Employees Retirement Association (SDCERA), where he worked in administrative data entry. While performing his duties, Tyler frequently assisted retirees who needed help navigating unfamiliar systems and paperwork.



This experience highlighted the gap between older adults and technology and sparked his determination to bridge it.

Recognizing Tyler's potential, SDCERA transitioned him into an IT role, where he excelled in supporting internal staff and systems. Simultaneously, Tyler attended college at night to advance his knowledge in technology and business while running a part-time IT consulting business on weekends. These years of hard work honed his skills, deepened his empathy for others, and taught him how to deliver reliable, people-centered solutions.

Over time, Tyler's consulting work evolved into TechSupportSD, a full-service IT company catering to individuals and small businesses. This success led him to found Aero IT, a managed services provider (MSP) designed to deliver cutting-edge IT solutions to businesses. Under Tyler's leadership as CEO, Aero IT thrived.

Passion and Personal Influences

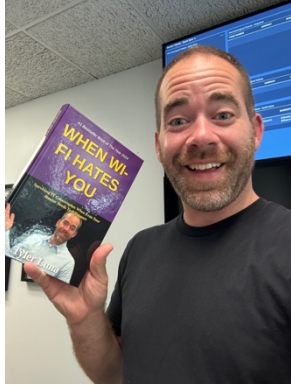


Tyler's deep connection with older adults has been a guiding thread throughout his personal and professional journey. Describing himself as an "old soul," he has always found immense joy and fulfillment in the company of seniors. His bond with his paternal grandparents, affectionately known as "Granny and Poppa," left an indelible mark on his life, shaping his compassion and respect for older generations.

As a teenager, Tyler demonstrated his commitment to family by always remaining connected. He also enjoyed driving an hour away on the weekends to visit his paternal grandmother in a nursing home. These visits were not only an act of love but also a reflection of his desire to ensure she was receiving the best possible care.

Another pivotal relationship was with his elderly neighbor, whom he befriended after her husband passed away in 1999. As a 12-year-old, Tyler helped her with household tasks and provided companionship, maintaining their friendship until her passing when he was 18. These experiences shaped Tyler's understanding of the challenges seniors face and fostered his deep respect for their resilience and wisdom.

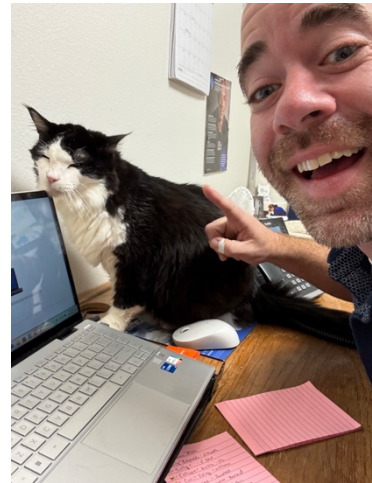




Tyler's interactions with seniors solidified his commitment to serving this often-overlooked population. He witnessed the frustration and vulnerability that many older adults felt when dealing with technology and was inspired by how even small successes—like setting up a video call with family—could bring them immense joy. These moments reinforced Tyler's belief that seniors deserve patient, compassionate guidance to navigate an increasingly digital world.

The Founding of IT Advocates

IT Advocates was founded on Tyler's vision to create an organization that goes beyond providing technical support for seniors, addressing their emotional and social needs by fostering meaningful connections and linking them to valuable resources. Through his work with TechSupportSD and Aero IT, Tyler saw how empowering technology could be for seniors when delivered with patience and understanding. He also recognized the need for an organization that prioritized the human element, making clients feel respected and valued while solving their technical challenges.



IT Advocates is built on the belief that technology should enhance lives, not complicate them. The organization provides services such as cybersecurity training, health tracking app guidance, and one-on-one support for everyday tech needs like setting up printers or managing video calls. These services are delivered with an emphasis on kindness, honesty, and a genuine desire to improve the quality of life for clients.



IT ADVOCATES
BUILDING CONFIDENCE



Leveraging resources and support from Aero IT, IT Advocates is able to operate efficiently while maintaining a high standard of service. Tyler's dedication to the nonprofit extends beyond providing technical assistance—he aims to create a trusted community where seniors feel heard, supported, and empowered to thrive in the digital age.

Summary

Tyler Luna's journey to founding IT Advocates is a testament to his compassion, dedication, and vision. By combining years of professional expertise with a personal passion for supporting seniors, Tyler has created an organization that goes beyond technical support to offer companionship and empowerment.

IT Advocates embodies Tyler's belief that everyone deserves to feel confident and connected in an ever-changing world. As Executive Director, Tyler is committed to transforming lives, one interaction at a time, while leaving a legacy of service, respect, and humanity.