



William Peetoom, RCFE

FilAmChamber of Commerce, President & CEO | Digital Marketing Strategist |
Intern'l Real Estate Investment Consultant | Home Healthcare Champion

THE KAIZEN GROUP

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A committed community leader, patient advocate and zentrepeneur. Experience includes private, nonprofit and public sectors in technology and healthcare with a MarComm specialized interest and an emphasis in Asian Pacific Islander socio-economic development and older adult-care policy and reform.

Community involvement includes but not limited to support for civil rights and liberties for the Asian Pacific Islander and Aging Adult communities. Currently a certified California State licensed RCFE Administrator with Care & Compliance and San Diego County Long Term Elder-Care Ombudsman, County of San Diego Aging & Independence Services and Senior Care policy and reform.

Previous career path within communication led him to pioneer the Internet online production of live streaming news talk radio. Having a passion for technology and small business growth and development led to the inception of The Kaizen Group which harnesses technology, social media and networking for connectivity between local, regional and a global business networks to source internationally; product distribution, IT services, foreign real estate, retirement investments and medical tourism.

Dedicated civil volunteer; service and community involvement includes being an active member and current residing elected President & CEO of the FilAmChamber of Commerce of San Diego County and Co-founder of the Integrative Medicine Discussion Group for the advancement and development of Integrative Medicine into mainstream healthcare.

Advocating for wellness and longevity by facilitating and promoting workshops, seminars and alternative health products from Eastern comprehensive health services. His passion continues in the advancement for holistic lifestyles. Avid Outrigger canoe paddle goer and practices as a Reiki Master and and is a Lifetime member of the United States Judo Association (USJA) and is a long standing member of the Soka Gakkai International-USA (SGI-USA) Buddhist Community.