



NAME
Ian Mattingly

TITLE
President

COMPANY
LumaCorp

YEARS IN THE INDUSTRY
12

VOLUNTEER POSITIONS

Member of NAA Education Conference Committee, Technology Committee, Next Gen Committee and Communications Advisory Board. Member of Texas Apartment Association (TAA) UNT Residential Property Manager Advisory Board, Board of Directors, Career Development Subcommittee, Technology Committee and Investment Advisory Committee. Member of Apartment Association of Greater Dallas Board of Directors, Special Events/PAC Committee and Legislative Committee.

Each month, units will profile one of our industry's rising stars to give you a preview of multifamily's bright future.

units: What are your first memories of the apartment industry?

Mattingly: I run the company my father started over 30 years ago, so my first memories of the apartment industry were of the parties! When LumaCorp was much smaller, we used to host holiday parties in one of our community club-rooms. It had shag carpet and white, upholstered couches.

These vibrant, colorful people were smoking, telling stories and laughing; I felt very sophisticated to be hanging out with them, even though I had no idea what they were laughing about. I was probably not yet 10 at the time. It was a fun bunch, and I'm privileged to call many of them co-workers today!

units: The industry was obviously on your radar, but did you always want to follow suit?

Mattingly: Despite my family ties to the industry, and a short stint leasing at one of my father's properties, I went to college intending to become a screenwriter and media magnate.

Unfortunately, I wasn't a very good screenwriter, and MGM didn't recognize my greatness and immediately make me a producer, so I ended up selling cars. I did well, and eventually was given the task of starting up the first automotive call center in Colorado for a large private dealer group. That was my first real taste of management and, as a 20-something, it was very exciting.

When my wife and I started a family, the hours became an issue and I started looking for a new career path. Through many odd twists and turns, and a few lucky breaks, I ended up moving back to Dallas in 2007 to manage a sizable renovation project at the same property where I had worked in college. And this time I was hooked!

units: How does your leadership style compare to your father's?

Mattingly: People frequently tell me how much I remind them of my father, which I take as a tremendous compliment. I'm probably a little more dramatic than he is—I love to teach and present—but we are both fairly low key by nature. He has a passion for data-driven decision-making. He was practicing it long before the term D3 was invented, and I am still learning that analytical approach from him.

I think we both share the idea that true leadership comes not from some claim of authority, but from the earned respect that comes from working hard and doing our best for our LumaCorp family.

units: How has the industry—and the role of a supervisor or CEO—evolved as this next generation has entered the workforce?

Mattingly: In some ways it has become much more difficult to be a supervisor, not because of Millennials joining the workforce, but because of the sheer amount of data available and the greater complexity of the processes required to compete at a high level in this industry.

Millennials actually seem to navigate the data in a much more native way than previous generations, but most of them are still early in their career and haven't learned how to synthesize that information into an actionable plan. Supervisors have to show Millennials how to make the leap from knowledge to action.

units: What advice do you have for young professionals who are interested in getting more involved in the industry?

Mattingly: I would suggest that any young professional eager to get more involved in the industry say "yes" as much as possible. I got many breaks early in my career because I was willing to try anything.

Failure is a great teacher, and time is not the same thing as experience.

To be considered for a future *Next Gen* column, please contact Lauren Boston at 703-797-0678 or lauren@naahq.org.