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FLCAJ's 2023 Women Making a Difference

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Carolina Serrano is a regional vice president at KW PROPERTY MANAGEMENT & CONSULTING, one of Florida's largest residential property management companies with 2,500 employees and 90,000 units under management. Serrano guides property managers, developers, and association board members on the vision and strategic direction of properties.

Serrano loves enhancing the living experiences of KWPMC's residents and inspiring pride in its employees. One of her most satisfying professional moments came when her original assistant, who Serrano took a chance on by promoting, became a regional manager overseeing multiple properties. A dedicated and compassionate professional who aspires to positively impact others, Serrano lives by the advice her mother once imparted: "You are who you are when nobody is looking."