



WAYFINDER

CARE COMPANY

Find Your Way Home.

LEADERSHIP · EXECUTIVE PROFILE

WAYFINDER CARE COMPANY

Luke May

Owner/Administrator – West Portland & Lake Oswego



CREDENTIALS & EDUCATION

Licensed Nursing Home Administrator

Licensed in the State of Oregon

B.S., Healthcare Administration

Brigham Young University–Idaho

AREAS OF FOCUS

- Operational turnaround
- Team building & talent development
- New business start-up
- Survey & regulatory readiness
- Culture & onboarding

Luke May is the owner of West Portland & Lake Oswego Wayfinder Care Company, where he leads day-to-day operations and brings more than a decade of hands-on senior-care leadership to the families Wayfinder guides home.

A licensed Nursing Home Administrator, Luke has built his career on operational turnaround — stepping into struggling care settings and rebuilding them into communities that local families trust. He pairs financial discipline with a genuine standard of care, lifting occupancy while earning strong survey and quality results.

His deeper work, though, is with people. Luke rebuilds departments by setting clear goals, hiring thoughtfully, and developing and recognizing the individuals who deliver care every day. He designs onboarding that grounds new hires in culture from their first shift, and leads in a way that consistently motivates teams to perform at their best.

At Wayfinder, he brings that same steady, people-first approach to guiding families through one of life's hardest decisions — with clarity, dignity, and a trusted hand alongside them.

4.9/5

Average family / customer satisfaction

92%

Team happiness & engagement

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