

September 24, 2025

Creactiva Announces New Chapter as Creactiva Commercial

We are proud to share an important milestone in the long-term vision of our company.

For over a decade, **Creactiva** has been dedicated to providing more than traditional facility services.

Our mission has always been to deliver comprehensive, tailored solutions designed to meet the unique needs of each client. Because every client we serve is unique, our goal has been to provide a truly distinctive service experience.

Today, we are excited to announce that **Creactiva LLC** is joining forces with **Security Equity Group (SEG)** to form **Creactiva Commercial**.

This represents a huge success for our company, giving us the additional resources, financial strength, and strategic expertise to grow in so many areas while continuing to deliver the same trusted service.

What This Means

This transition marks an evolution of **Creactiva**, not a change in who we are.

- **Leadership is *not changing*.**
- Our clients and staff will continue working with the same trusted leaders who have guided **Creactiva's** success for years.
- Our reporting structure remains the same.
- Teams will continue to report to their current leaders and managers.
- The **Creactiva** culture remains the same.
- Personal, one-to-one service and client-focused excellence will always define who we are.



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Leadership Team

We are proud to confirm the continuity of our existing leadership team:

Sofia Abate – Chief Executive Officer.

Having successfully led Creactiva for several years, Sofia now formally steps into the CEO role for Creactiva Commercial.

Wendy Allen – Chief Operating Officer.

Focused on daily operations, Wendy ensures that our service delivery continues to meet the highest standards.

JT Frazier – Talent and Culture.

Leading people and culture, JT continues building strong teams and supporting employee development.

Nazim Chaker – Property Supervisor at Samford University.

Nazim oversees site-level operations, ensuring seamless service and client satisfaction.

We also welcome new leaders to strengthen our corporate team with strategic and administrative expertise:

Goody Zunker-Britt – Chief Financial Officer.

Responsible for financial strategy, stability, and transparency.

Maninder Chauhan– Chief Strategy & Market Expansion Officer.

Leading growth, service innovation, and expansion into new opportunities.



Looking Ahead

By joining forces with **Security Equity Group**, **Creactiva Commercial** is positioned to expand services, introduce innovative solutions, and support our clients at an even higher level.

At the same time, our core values, culture, and leadership remain unchanged.

This is not just a transition — *it is a moment of pride and growth for everyone who has been part of the Creactiva journey.*

Thanks to the hard work and commitment of our staff, and the trust of our clients, **Creactiva Commercial is ready to take the next step forward.**

**Together, as Creactiva Commercial,
we are ready to continue growing stronger than ever.**

On behalf of

Security Equity Group & The Castellanos Family Business Trust

CREACTIVA COMMERCIAL



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