

Erica White is the Senior Vice President of Technology and Strategic Initiatives at Article Student Living, where she leads enterprise technology strategy, systems development, and innovation initiatives across the organization. In her role, she oversees the implementation of scalable digital solutions that enhance operational efficiency, data transparency, and long-term platform growth.

With more than 17 years of experience in student, military, and multifamily housing, Erica brings a depth of industry knowledge to her leadership of Article's Technology and Innovation team. Her focus on data modeling, process standardization, and integrated reporting has positioned Article at the forefront of tech-enabled property management.

Erica is a 2025 GlobeSt. Woman of Influence and was previously named a CRE Tech Influencer in 2022. Her work has earned consecutive Innovator Awards from Student Housing Business for advancements in in-house reporting and operational observability. She currently serves on the NMHC Innovation and Emerging Technology Committee and sits on the ShopTalk Leadership Committee for Student Housing Insight.

She is also the Co-Founder of The W. Collective, a leadership forum dedicated to empowering and connecting women in the student housing industry.