

Joe Goodwin is an accomplished multi-family and student housing professional with over 20 years of senior leadership experience at Asset Living. Throughout his tenure, he has played a pivotal role in launching and scaling key departments, including Marketing, New Development, and most recently, Strategic Analytics and Data.

During his time at Asset Living, Joe has been instrumental in expanding Asset Living's student housing platform into the largest in the industry for 15 consecutive years. He has also played a key role in the company's broader growth, helping Asset Living become the second-largest operator of rental housing in the U.S., now managing more than 450,000 units nationwide.

In his current role, Joe leads projects and initiatives that drive Asset Living's growth strategy and long-term vision. He focuses on building the frameworks and operational infrastructure necessary to support expansion, enhance decision-making, and position the company for continued success.