Lia Nichole Smith is a GlobeSt. Multifamily Influencer and international speaker known for making data feel less like math and more like momentum. An expert in predictive analytics and brand strategy, she fuses market research, consumer behavior, and storytelling with ease. For over 20 years, her insights challenge assumptions across student, conventional, affordable, military, and senior housing, earning her a reputation as a trusted guide for leaders who want to move faster, think smarter, and build brands that resonate.