

**Whitney Kidd** is an award winning PropTech executive and recognized industry leader, recently honored as a 2024 GlobeSt. Woman of Influence in the PropTech Executive / Innovator category. She serves as Senior Vice President of Innovation and Technology at Preiss, where she leads the development of innovation practices and technology strategy for the one of the nations largest student housing owner/ operators.

Since joining Preiss in 2022, Whitney has spearheaded initiatives that merge cutting-edge technology with operational excellence delivering measurable results in revenue growth, risk reduction, and expense management across the student and multifamily housing sectors. Her customer-first leadership approach is marked by a commitment to innovation, data-driven performance, and practical implementation.

Whitney is also the founder of IRIS Technologies, The Preiss Company's technology consulting subsidiary, which supports both internal and third party clients with strategic advisory services, R&D pilots, and national technology deployments including robotics, mobile first access, AI automation, and smart community infrastructure.

Prior to her time at Preiss, Whitney co-founded ROVR Score, a connectivity scoring platform designed to evaluate and promote internet quality at multifamily communities. She previously held a leadership role at RealPage, where she oversaw the Student, Military, and Urban markets. Under her leadership, the business unit delivered 30% year-over-year growth, generating \$20 million in recurring revenue.

With more than 18 years of experience in real estate technology and property operations, Whitney is also a founding board member of The W.Collective, a national organization advancing women in leadership within the student housing industry. She is a frequent speaker, moderator, and advisor, shaping the conversation around the future of housing, automation, and resident experience.