



# Kim Grisvard

Vice President of Sales and Marketing

Bringing more than 17 years of leasing, marketing, training and operations experience related to both the student housing and multi-family housing sectors, Kim joined EdR as vice president of sales and marketing in May 2016.

Kim previously launched her own consulting company in 2014 dedicated to student and multifamily housing clients. Prior to consulting, in 2011 Kim was named director of student media at For Rent Media Solutions, where she designed and developed the concept model of ForRentUniversity.com — a comprehensive, nationwide online search product that helps students and parents identify and lease available student housing on or near college campuses.

From 2004 to 2011 Kim was the director of leasing and marketing for MGI Communities, overseeing 5,000 units serving 15,000 students. In addition to demonstrating a leading-edge approach to student housing throughout her career, Kim has particular experience in creating dynamic websites, driving reputation and increasing brand awareness through digital media, social media and mobile strategies.

Kim is a recognized national speaker at a variety of student housing conferences and frequent contributor to industry publications including Student Housing Business magazine, The National Apartment Association's Campus Connections and UNITS magazine, among many others. Kim attended The Ohio State University and Youngstown State University, earning a bachelor's degree in communications and hospitality management. She is a member of the Executive Education Advisory Board of the National Apartment Association Student Housing Committee.