

Carla J. Alicea

DIRECTOR OF CLIENT PERFORMANCE

An agile, data-driven marketing and communications executive with 25 years of multifamily experience, Carla has led several multifunctional teams while transforming an NMHC Top 50 organization with her forward thinking.

With a knack for utilizing technology to simplify processes, a savviness for industry trends, and 12 years of experience executing strategic brand and reputation tactics, Carla brings a diverse and unique perspective to the multifamily industry.



Maren Willette, Education Manager - Minnesota Housing Association

"Thank you, thank you, thank you! We are incredibly grateful for your time spent and the knowledge shared, which contributed immensely to a successful conference. We could not do it without you! Additionally, we wanted to let you know that your session, 'Quiet Quitting VS. Loud Failing: What's the Score?', received an NPS of 46 - a fantastic score!"

Industry Speaking Engagements

AAA (AUSTIN)

AACO

AAHRA

AAN

APTS OF NY

MHA

SBAA

READY, SET...RESPOND!

