



Kyle Gardner

**Chief Operating Officer,
NIC MAP**

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Data-Driven Decisions to Elevate Senior Housing Performance

Kyle Gardner serves as the Chief Operating Officer of NIC MAP, the senior housing industry's most trusted source for market-level data and analytics. With a unique blend of expertise in senior living operations, market intelligence, and business strategy, Kyle transforms complex data into actionable insights that empower operators, investors, developers, and lenders to make smarter, faster decisions with confidence.

At NIC MAP, Kyle collaborates with senior housing leaders across all levels — from community operators to corporate executives and capital partners. He specializes in uncovering the stories behind the data, whether it's benchmarking occupancy against competitors, identifying unmet market demand, or assessing the financial impact of strategic decisions. His work connects stakeholders to the intelligence they need to drive performance, optimize growth, and sustain long-term success.

Kyle is an active member of the American Senior Housing Association (ASHA) Advisory Committee and serves on the Argentum Board of Directors. His involvement provides him with both a national perspective and a nuanced understanding of the regional and state-level forces shaping the senior living industry today.

Core Speaking Themes & Expertise

Kyle delivers a pragmatic, data-driven perspective to audiences of all sizes, from national conference keynotes and executive panels to regional association forums. His presentations make complex market dynamics accessible and actionable. Key topics include:

Market Demand and Occupancy Trends:

Leveraging NIC MAP's comprehensive data to reveal where demand is growing, supply gaps exist, and demographic shifts are reshaping the competitive landscape across care types.

Data-Driven Business Decisions:

Practical strategies for using market intelligence to improve NOI, refine sales approaches, support acquisitions, and guide development underwriting — from individual communities to enterprise portfolios.

AI and Technology in Senior Living:

Exploring how emerging AI tools, integrated with reliable market data, are helping operators and investors identify opportunities, streamline benchmarking, and stay ahead of competitive dynamics.

Notable Speaking Engagements

Kyle is a trusted voice at senior housing's most prominent national and regional events, bringing data clarity to strategic conversations across the industry.

Keynotes, Panels & Conferences:

National Investment Center for Senior Housing & Care Conferences: Data and Analytics Conference (2023) — A New Era in Senior Living: Elevating Your Business with AI; Growth Conference (2025) — Data-Driven Decisions: Improving NOI and Unlocking Growth with NIC MAP

SMASH Senior Care & Marketing Summit: Marketing & Sales for New Developments and Acquisitions – It's All in the Data (2022); What's All the Hype about AI? (2024); Using Market Demand Trends to Sharpen Your Sales Strategy (2025)

Florida Senior Living Association Conference: Board Meeting; Future of Senior Housing (2026)

California Assisted Living Association Conference: Data-Driven Decisions: Understanding Demand Trends Shaping the Future of Senior Housing in California (2026)

Texas Assisted Living Association Conference: Data-Driven Decisions: Understanding Demand Trends Shaping the Future of Senior Housing (2026)

LeadingAge Michigan Annual Conference & Solutions Expo: Smart Data for Strategic Decision Making (2024)

Media Highlights:

Bridge the Gap Podcast: Quarterly Market Recaps with NIC MAP; Q2 and Q3 Recap Episodes NIC MAP

Insights: Senior Housing Market Outlook Report — nicmap.com/insights/senior-housing-market-outlook-report/



Professional Background & Affiliations

Current Board & Advisory Roles: Argentum Board of Directors | ASHA Advisory Committee

Education: B.S.B.A. in Finance and Leadership, Christopher Newport University

Speaking Engagement Inquiries

To discuss speaking opportunities, panel participation, or keynote availability, please contact: Joel@prevostpartners.com

