

**Daniel Paulino** transforms how organizations harness marketing, technology, and data to deliver exceptional customer experiences and business results. With over 20 years at the forefront of marketing and digital innovation, he has consistently turned bold visions into measurable impact.

As Vice President, Real Estate at Reputation, Daniel leads the company's strategy, growth, and influence in the property management industry. In this role, he partners with owners, operators, and technology leaders to help them leverage reputation intelligence, AI, and data-driven insights to strengthen brand trust, improve resident satisfaction, and outperform competitors. His work focuses on positioning Reputation's platform as the industry standard for measuring, managing, and elevating customer experience in real estate.

Previously, as Vice President of Marketing & Digital Strategy at Bozzuto, Daniel spearheaded pioneering initiatives that enhanced CX, delivered measurable value for clients, and positioned Bozzuto as a digital leader in the multifamily industry.

A recognized thought leader, Daniel is known for blending data-driven decision-making with cross-functional leadership to deliver transformative outcomes. He has served on advisory boards including Zillow Rentals, NMHC RETTC, ApartmentSEO, and AIM Conference, and is a sought-after speaker at premier industry events such as AIM, OPTECH, Blueprint, GlobeSt. Multifamily, Multifamily Marketing East, the Social Media Summit, and the ULI Spring Meeting.