StoreEase Names Bill Mottram President of Self Storage Operations

StoreEase just named Bill Mottram President of Self Storage Operations, tapping his 8+ years at Extra Space to help scale our tech-driven model



Bill Mottram hero image

BIRMINGHAM, AL, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- StoreEase, the AI-native operating platform for self-storage, today announced that Bill Mottram has joined the company as President of Self Storage Operations. Mottram joins from Extra Space Storage, where he spent more than eight years in senior operational roles, and brings that experience to a company rethinking how the industry is run from the ground up.

StoreEase operates stores through a virtual operating model that centralizes leasing and management across the portfolio, replacing the single-store staffing model with technology-enabled teams operating at scale. In his new role, Mottram will lead the company's self-storage operations across its owned and managed portfolio, positioning that model for its next phase of growth.

"Bill has operated at the highest level in this industry, and he understands where it's heading," said Josh Boyd, Founder and CEO of StoreEase. "What excites me most is the combination. You take a strategic operator of Bill's caliber, put him on top of the technology and operational foundation we've spent years building, and the two compound: world-class operating judgment, amplified by a platform that lets it reach every store at a fraction of the cost. The market consolidation opportunity in front of us is massive, and Bill puts us in a far stronger position to seize it."

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>
> *Josh Boyd, Founder & CEO of StoreEase*

"StoreEase has built the most advanced technology platform I've seen in this industry," said Bill Mottram, President of Self Storage Operations. "The portfolio-wide visibility and control it provides translate directly into greater efficiency and stronger NOI for owners, and a materially better experience for their customers. Technology that lets high-caliber teams operate at scale is the future of this industry, and I couldn't be more excited to be here."

StoreEase's platform combines an AI-native omni-channel system of action with a physical hardware footprint deployed across its store network, giving operators a single operating layer that sits on top of existing property management systems. It's the foundation of StoreEase's virtual operating model: centralizing leasing and management so high-caliber teams can run entire portfolios, not single stores. The company will continue to execute on that model across its owned and managed portfolio while extending the platform to licensed operators, positioning StoreEase to help consolidate a fragmented industry.

About StoreEase

StoreEase is an AI-native operating platform for the self-storage industry, combining software, hardware, and tech-enabled services to help operators run more efficiently across owned, managed, and third-party managed stores. Through its virtual operating model, StoreEase provides full-service third-party management for owners seeking to maximize efficiency, NOI, and customer experience across their portfolios.

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