Student housing industry veteran, Jim Sholders, appointed Chief Executive Officer of Yugo USA

The Dot Group, the global leader in student living, has promoted Jim Sholders to CEO of Yugo USA, the group's global student housing brand and operator.


Jim Sholders, CEO, Yugo USA

AUSTIN, TX, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- The Dot Group, the global leader in student living, has promoted Jim Sholders to Chief Executive Officer of Yugo USA, the North American arm of the group's global student housing brand and operator. His appointment comes 12 months after Yugo acquired Campus Advantage and completes its full integration into Yugo.

Jim joined Yugo as President in 2025, where he has overseen a growing portfolio across 30 US cities. In his first year with the business, he has played an instrumental role in developing the wider leadership team and improving operational and brand consistency across the portfolio.

In his new role, Jim will be responsible for driving growth and performance for Yugo across North America, combining digital and physical evolution of Yugo's product and services for clients, universities and students. His priorities include deepening relationships with partners, strengthening the company's leadership talent, and enhancing standards of service excellence across the portfolio. Live Your Best Life is at the heart of Yugo's brand and service proposition, which Jim has successfully rolled out across the US portfolio, leading to record renewal rates above 40% in 2026.

Jim brings an extensive track record of senior leadership in US student housing to Yugo. For over

three decades he has held senior roles at American Campus Communities and Campus Life & Style, including as CEO, and has overseen over 450 student housing communities during his career.

His appointment comes during a period of US growth for the global firm, following the acquisition of Campus Advantage in 2025. Yugo currently has over 160,000 students across 280 communities in 14 countries. Leveraging this global reach, the top ten US operator looks to triple its US holdings.

Nick Porter, CEO of The Dot Group, said: "Jim has unrivaled breadth and depth of experience in the US student housing sector, having spent over three decades dedicated to evolving the sector, delivering for students, universities, clients, investors and team members."

"His exceptional leadership during the integration of Campus Advantage over the past year has solidified Yugo's position in the market. It makes him exactly the right person to lead our North American business and drive the growth of the Yugo brand as we look to triple our US holdings."

"Jim is loyal, astute and knowledgeable, and his appointment will enhance our relationships with clients and partners, as much as it will help deliver this ambition."

Jim Sholders, CEO Yugo USA, said: "I'm honored to take on this role. Our focus remains unchanged: delivering an exceptional and consistent student experience for our residents, clients and partners, while continuing to invest in the people, technology and consistency that make that possible. I look forward to building on the strong foundations already in place as we pursue our next phase of growth."

Jim received a BS from West Virginia University. He is a Certified Property Manager (CPM) and is a licensed real estate broker. As part of his new role, he will join The Dot Group's global Executive Leadership Team.

-Ends-

Notes to editors:

Yugo
Yugo is the first global student housing brand and operator, operating across 14 countries in more than 120 cities and serving over 160,000 students globally. Part of The Dot Group, Yugo operates 280+ student living spaces worldwide, delivering student experiences under its 'Live Your Best Life' philosophy. In 2025, Yugo became the exclusive student housing operating partner of Visa Cash App Racing Bulls ("VCARB") Formula One™ Team, providing students unparalleled access to unique opportunities and experiences worldwide. View our latest news

here.

The Dot Group
The Dot Group is the global home of student living, providing access to the higher education student economy across more than 35 countries and 180 leading educational cities. Founded by Nick Porter, the Group's core businesses, Global Student Accommodation (GSA), Yugo and Student.com, aim to serve more than one million students each year, shaping a better future for the next generation and sustainable growth for investors. Read our latest news here.

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