



DigitalBridge Welcomes Wendy Pryce as Managing Director to Co-Lead the Firm's New Stabilized Data Center Strategies

October 2, 2025

BOCA RATON, Fla.--(BUSINESS WIRE)--Oct. 2, 2025-- DigitalBridge Group, Inc. (NYSE: DBRG), a leading global alternative asset manager dedicated to investing in digital infrastructure, today announced the appointment of Wendy Pryce as Managing Director. In her new role, Ms. Pryce will serve as a real estate specialist, and member of the leadership team for the firm's new stabilized data center strategies while also overseeing relationships with global real estate investors.

Ms. Pryce has over two decades of experience in real estate investing, capital raising, and product development. She joins DigitalBridge from Nuveen, where she served as Managing Director and Real Estate Specialist, leading capital raising efforts across the Americas and driving distribution across core, value-add, and opportunistic strategies. Prior to Nuveen, Ms. Pryce spent more than a decade at Morgan Stanley Investment Management, where she raised capital and managed global investor relations for private real estate funds. She also held investment roles executing acquisitions and disposals across real estate strategies. Earlier in her career, she was a Manager at KPMG Consulting, leading large-scale projects for global real estate and financial services clients, and also held roles at Grosvenor and Google during her MBA program.

Ms. Pryce received an MBA from the Stanford Graduate School of Business and a BSBA from Washington University in St. Louis. She is an active contributor to the real estate and real assets communities through PREA, IREI, ULI, PERE, and AIREI.

The Role of Stabilized Data Centers

Stabilized data centers are emerging as an important focus across digital infrastructure. These facilities are critical to cloud and AI providers, who rely on long-term, reliable environments to support their growth. Unlike traditional property types, demand for data centers is shaped by powerful secular trends — digitalization, cloud adoption, and the rise of AI — rather than short-term economic cycles.

As enterprises and hyperscalers expand globally, stabilized data centers provide the resilient backbone that supports these workloads, with strong tenant commitment and long-term utilization. Building a dedicated strategy around these assets allows DigitalBridge to address a growing need for scale and reliability in core markets, while deepening engagement with the global real estate investor community.

"Wendy's appointment underscores our commitment to expanding our real estate-focused strategies and building strong, long-term partnerships with global investors," said Kevin Smithen, Chief Commercial and Strategy Officer at DigitalBridge. "Her experience in real estate, combined with her track record in capital formation, portfolio management, and investment execution, will be instrumental as we continue to scale this initiative."

"I'm thrilled to join DigitalBridge at such an exciting time for the industry. Data centers sit at the heart of powerful secular trends — digitalization, cloud adoption, and the rise of AI. I look forward to helping shape the firm's strategy, ensuring we continue to meet the scale and reliability needs of our partners while deepening relationships across the global real estate investor community," said Wendy Pryce, Managing Director at DigitalBridge.

About DigitalBridge

DigitalBridge (NYSE: DBRG) is a leading global alternative asset manager dedicated to investing in digital infrastructure. With a heritage of 30 years investing in and operating businesses across the digital ecosystem, including cell towers, data centers, fiber, small cells, and edge infrastructure, the DigitalBridge team manages \$106 billion of infrastructure assets on behalf of its limited partners and shareholders. For more information, visit: www.digitalbridge.com.

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Source: DigitalBridge Group, Inc.