



HOMEWISE SENIOR LEADERSHIP TEAM



MICHAEL LOFTIN | CHIEF EXECUTIVE OFFICER

Mike joined Homewise in 1992 and provides strategic leadership for the company by working with the board of directors and the executive management team to drive the long-term vision, strategy, goals, and financial well-being of Homewise. With over 35 years of experience in community and homeownership advocacy, Mike led the creation and implementation of Homewise's customer-centric, comprehensively integrated homeownership business model. Mike drafted and led the campaign to pass Santa Fe's inclusionary zoning law, one of the most ambitious in the country and which has served as the model for similar ordinances in other municipalities. More recently, he spearheaded the creation of Homewise's catalytic community development strategy to revitalize targeted disinvested neighborhoods in Albuquerque and create new mixed-use, mixed-income communities in Santa Fe. Mike serves on the board of Excellent Schools New Mexico and previously served on the boards of the University of New Mexico Anderson School of Management Foundation and the New Mexico Mortgage Finance Authority. Mike holds a BA in History from Northwestern University.



DANIEL SLAVIN | CHIEF FINANCIAL OFFICER

Daniel has 20 years of experience in accounting, investments, housing and the health care sector. He has worked at Homewise to develop new and rehabilitated homes in communities that meet the needs of the next generation of homebuyers including affordability, quality, energy and water efficiency, live/work, and access to transportation, and mixed uses. Daniel leads the organization's financial strategy through complex financial analysis including raising and structuring capital, income, profitability, liquidity and asset and liability management. Previously Daniel was the Director of Finance for eight years at Anchorum St. Vincent, the nonprofit co-owner of the Christus St. Vincent Regional Medical Center, where he managed a large investment portfolio. Before that he was a senior accountant at Low Income Housing Institute in Seattle, Washington. Daniel chooses Homewise because he believes in the mission and the people it serves, and in helping families realize the American dream of homeownership and self-reliance.



ELENA GONZALES | CHIEF OPERATING OFFICER

Elena has over 30 years of experience in the affordable homeownership arena here in New Mexico. She is a native New Mexican and joined Homewise in 2014. At Homewise, she is responsible for the oversight and management of the core operations, including homebuyer preparation, real estate sales and lending. Elena also serves on the Board of Directors for the Opportunity Finance Network. Elena was previously an Executive Director of a non-profit organization that helped people with disabilities become homeowners. She has earned a BBA from the University of New Mexico. Elena is a fierce advocate for underserved populations and works hard to ensure that everyone has a fair shot to own their own home.



LOIS PAGE | CHIEF INFORMATION OFFICER

Lois has 25+ years of experience in IT leadership roles primarily in the finance industry, including Wells Fargo Bank, Santander Consumer USA Holdings, and Republic Finance, LLC, where she planned and managed multimillion-dollar projects to align business goals with technology solutions. As CIO at Homewise, Lois provides IT leadership and ongoing advancements to our enterprise-level systems architecture and data management. Lois holds a BS in Business Management from the University of Phoenix, and an Associate of Arts in Computer Science at Wayne Community College in North Carolina. She chooses Homewise because she believes that this organization embodies the values that she has practiced for more than 30 years. Values that focus on putting people first and striving to fight for those individuals who are not invited to the rooms where the agents of change are making the rules. She is able to improve the security posture and improve the organization's internal technology processes as a way of maximizing productivity and ensuring the technological functionality supports the overall strategic vision of Homewise.



KELLY O'DONNELL | CHIEF RESEARCH AND POLICY OFFICER

Kelly is an economist with extensive experience in public policy, government leadership, advocacy, and applied research. As the Chief Research and Policy Officer at Homewise she oversees Homewisdom, Homewise's research and policy platform, internal and external evaluation, and state and federal policy initiatives. Prior to joining Homewise, Kelly was a research professor at the University of New Mexico and ran her own consulting firm. She has held a variety of top leadership positions in New Mexico state government, including, most recently, Superintendent of the New Mexico Regulation and Licensing Department. Kelly joined Homewise to pursue impactful research on behalf of a mission-driven organization that is dedicated to increasing the financial well-being of New Mexicans and reducing race-based disparities in access to opportunity.



JOHANNA GILLIGAN | CHIEF EXTERNAL AFFAIRS OFFICER

Johanna has been an entrepreneur, educator and developer over her last 20 years of professional experience. Across these roles the thread connecting all of her work is fostering stronger social cohesion and healthier communities. Her current role encompasses many parts of the organization's most visible work, including Community Development and Resource Development. She joined Homewise in 2018 to form and lead the organization's community development strategy. In Albuquerque, her team leads commercial redevelopment projects that increase public safety, provide opportunities for inclusive economic development and foster cultural preservation. In Santa Fe, her portfolio of projects foster livelier, more walkable and affordable neighborhoods. Before joining Homewise, Johanna lived for many years in New Orleans where she founded Grow Dat Youth Farm, a space for employment, education and leadership development for young adults. Johanna has a B.A. in American Studies from Tulane University. In 2018, she was a Loeb Fellow at Harvard's Graduate School of Design. At Homewise, Johanna can bring her passion for community transformation that strengthens neighborhoods and the people who live in them.



RATHI CASEY | CHIEF CREATIVE OFFICER

Rathi has 12+ years of experience in the creative industry. Her specialty is in graphic design, communications, website development, placemaking and architectural design. Rathi is responsible for the visual brand and communications at Homewise. As CCO she provides specific expertise and direction in the areas of design, brand messaging, marketing, outreach, and community building. It is critical to develop consistent media internally and externally for a strong collective voice. Rathi has a BArch from Rice University and has previously worked in offices from around the world: Paris, New York, Hong Kong and San Francisco. Most recently she founded UKUU Creative, a design agency in Albuquerque, New Mexico. Rathi serves on the board of Explora Museum, Cottonwood Classical Preparatory School, Excellent Schools New Mexico, Urban Land Institute NM, and CREW NM. Rathi chooses Homewise because she is able to align her skillset with her purpose, making positive change in the communities we live in.



LISA HUVAL | SENIOR DIRECTOR OF REAL ESTATE DEVELOPMENT

Lisa has 17 years of experience leading policy and programmatic initiatives related to affordable housing and brings a deep understanding of the affordable housing landscape in New Mexico. As the Senior Director of Real Estate Development, Lisa will lead a mission-driven real estate development strategy that provides homeownership opportunities for modest-income families, creates mixed-income communities, and, as a new initiative, develops mixed-use projects that contribute to the economic and cultural vitality of the community. Lisa has served in leadership roles in both the nonprofit and government sectors, and has a master's degree in Community and Regional Planning from UNM. Most recently, as the Deputy Director of Housing for the City of Albuquerque, she managed a broad range of affordable housing strategies that included supportive housing, rental housing development, and homeownership assistance. Prior to joining the City of Albuquerque, she served as the Associate Director at the NM Coalition to End Homelessness where she developed long-term solutions to homelessness. Lisa believes that everyone deserves a safe place to call home and is thrilled to join the Homewise team in its mission to help families achieve their dream of homeownership.