

# Next-Generation Innovations in Housing Affordability

## Speaker Biographies

### Panel 1- Financial Innovations Driving Housing Affordability

**Laurie Goodman** is an Institute fellow and the founder of the Housing Finance Policy Center at the Urban Institute. The center provides policymakers with data-driven analyses of housing finance policy issues that they can depend on for relevance, accuracy, and independence. Before joining Urban, Goodman spent 30 years as an analyst and research department manager at several Wall Street firms. From 2008 to 2013, she was a senior managing director at Amherst Securities Group LP, a boutique broker-dealer specializing in securitized products, where her strategy effort became known for its analysis of housing policy issues. From 1993 to 2008, Goodman was head of global fixed income research and manager of US securitized products research at UBS and predecessor firms, which were ranked first by Institutional Investor for 11 straight years. Before that, she held research and portfolio management positions at several Wall Street firms. She began her career as a senior economist at the Federal Reserve Bank of New York. Goodman was inducted into the Fixed Income Analysts Hall of Fame in 2009. Goodman serves on the board of directors of MFA Financial, Arch Capital Group Ltd., and Home Point Capital Inc. and is a consultant to the Amherst Group. She is also on the Consumer Financial Protection Bureau's Consumer Advisory Board. Goodman has published more than 200 journal articles and has coauthored and coedited five books. She has a BA in mathematics from the University of Pennsylvania and an AM and PhD in economics from Stanford University.

**John Green** is a co-founding principal of Blackstar Real Estate Partners, John Green directs firm-wide strategic planning, and leads the investment management efforts. John has over 18 years of real estate and finance experience, and has managed approximately \$5 billion in commercial, multifamily residential and mixed-use properties in greater Washington, D.C.; New York City; Baltimore; San Francisco; and other major metropolitan areas within the United States. For the decade prior to founding Blackstar, he served as Managing Director for MacFarlane Partners, a San Francisco based real estate private equity firm. In that role, John led all investment and asset management activities in the East Coast markets, which included acquisitions, dispositions, and financing of property investments. He also oversaw the development process of projects undertaken by the firm and its joint-venture partners. Overall, he was responsible for managing a portfolio consisting of over 2.75 million sf of commercial space, 7,500 apartment units, 400,000 sf of retail, 1,000 hotel keys, and over 10 million sf of potential development. Prior to joining MacFarlane Partners, John worked in the real estate development group of The Community Builders; and as an investment banker at Goldman, Sachs & Co. He also managed the business development efforts at Viacom Inc. John earned his MBA from Harvard Business School and MPA from Harvard Kennedy School. He also holds a BS degree in Systems Engineering from the University of Virginia.

**Abby Ivory** is the Managing Director at Ivory Innovations. Ivory Innovations was born while Abby was working on the Impact Investing team for the Sorenson Impact Center. Prior to her experience in impact investing, she worked as an intern focused on researching Green Bonds with Equilibrium Capital in Portland, Oregon. Her work has been published in the Stanford Social Innovation Review. Abby graduated

with a master's in business administration from the University of Utah in 2016 with an emphasis in Sustainability.

**David Kemper** is the CEO of Trust Neighborhoods. David helped create the New York City's Division of Capital Planning as its second employee and helped build Alphabet's Sidewalk Labs from a four-person team to forty while managing its housing and built environment work. He began his career as an urban fellow and project manager in affordable housing finance under New York City Mayors Bloomberg and de Blasio, managing a pipeline of LIHTC and HUD multifamily deals. He has a BA in history from Yale College, an MPP from the University of Oxford, and an MBA from Stanford Graduate School of Business.

**John Liss** is the CEO and founder of True Footage. He started the company with a Harvard business degree in hand, to help a rather sloppy industry get a little more accurate. A real estate data authentication platform built to streamline residential transactions, they provide AI-based residential transaction data for the purpose of reducing subjectivity in appraisals and tax assessments for home buyers, from inaccurate square footage to under-assessment for minority property owners. The company uses video, computer vision, and machine learning to offer products such as square footage certification, floorplan, and property data capture, enabling lenders to save time and standardize data. The company operates in 17 states and is the fastest growing appraisal provider in the country. John started his career as a real estate agent before moving into real estate private equity and development. He has a BA from Harvard where he wrote his thesis on the real estate brokerage industry and an MBA from Harvard Business School.

## Panel 2- Innovations in Housing Policy and Regulatory Reform

**Cassie Arnaud** is a Senior Housing Planner for the City of Cambridge with more than 25 years' experience in affordable housing policy and finance. She has a Master's in City Planning from MIT and a BA from McGill University.

**Chris Herbert** is Managing Director of the Center. Dr. Herbert has extensive experience conducting research related to housing policy and urban development, both in the US and abroad. A key focus of his research has been on the financial and demographic dimensions of homeownership, and the implications for housing policy. Having previously worked at the Center in the 1990s, Herbert rejoined the Center in 2010 from Abt Associates, to serve as the Director of Research. In this role, Dr. Herbert led the team responsible for producing the Center's annual State of the Nation's Housing and its biennial America's Rental Housing reports, essential resources for both public and private decision makers in the housing industry. Dr. Herbert was named managing director of the Center in 2015, and oversees the Center's diverse sponsored research programs, its local and national conferences and symposia, as well as its student fellowship programs, designed to help train and inspire the next generation of housing leaders. He is also a Lecturer at the Harvard Graduate School of Design in the Department of Urban Planning and Design. Dr. Herbert is co-editor of *A Shared Future: Fostering Communities of Inclusion in an Era of Inequality* (2018) and *Homeownership Built to Last: Balancing Access, Affordability, and Risk After the Housing Crisis* (Brookings Institution Press, 2014). He currently serves on the Board of Directors of Freddie Mac and is a member of the Advisory Board of the Milken Institute Center for the Future of Aging. He holds a PhD and master's in public policy from Harvard University, and a BA in History from Dartmouth College.

**Jenna Louie** is the Director of Strategy and Operations at Ivory Innovations. Jenna leads strategy and operations for the team, including supporting the 100+ past finalists and winners of the Ivory Prize for Housing Affordability. Prior to her work with housing, she led innovation efforts on the Corporate Strategy team at Hilton and launched the Diversity & Inclusion practice at CEB, now Gartner. She received her MBA from the Stanford Graduate School of Business and her undergraduate degree from Harvard College.

**Mark Martin** is the CEO of Build UP. Mark returned home to Alabama after nearly 15 years away to launch Build UP, an innovative early-college workforce development program that comprehensively addresses poverty and urban blight. He most recently graduated Harvard's Doctor of Education Leadership program where he worked with Jobs For the Future (JFF) and the Alabama State Department of Education on education-to-career transitions and workforce readiness. Mark previously served as the School Director at Langston Hughes Academy, a preK-8 public charter school he co-founded in 2007. Under his leadership, the school achieved six consecutive years of academic growth, piloted the state's "Diverse Delivery" early childhood education initiative, and built New Orleans' first post-Katrina school facility, a \$32mm project. He was a founding Board Member of THRIVE, Louisiana's first public urban residential school, which posted the highest one-year academic gains in state history. Investing 15+ years educating children in poverty, Mark began his career with Teach For America in Atlanta's Woodson Elementary, where he was honored as the Employee of the Year and as West Atlanta's Cub Scouter of the Year after founding Troop 351. Mark has served on Advisory Boards for the University of Alabama's Blackburn Institute, University of New Orleans College of Education, and Christian Active Parenting. He has led and served on mission trips to Nuevo Laredo, Mexico; Swaziland, Africa; and Katrina Relief in Baton Rouge, Louisiana. Mark graduated summa cum laude with a B.S. in Finance from the University of Alabama and earned an MBA from the University of Georgia. Mark and his wife Tiffany have two children, Marilee and Rhett.

**Sam Prater** is the founder of Los Angeles Room and Board. Born and raised in Detroit, MI. Sam is the 12th born of 14 children. After dropping out of high school and attending community college, Sam went on to earn his bachelor's degree at Central Michigan University (FireUp Chips!), a master's degree from Fordham University (Go Rams!), and his doctorate in Educational Leadership and Policy from California State University, Northridge (Go Matadors!). With nearly 13 years of experience in higher education as a student affairs practitioner, most of his career has been built in Housing & Residential Education. Sam is passionate about fostering student success in the context of housing and has developed a keen sense of the critically important growth & development that occurs at the intersection of living in communities where students also learn. Sam currently works within the Dean of Students office at California State University, Los Angeles where he manages the campus's SB-85 Basic Needs Initiatives (Housing & Food Insecurity and Emergency Needs Grants) as well as providing wrap-around services (health and wellness, academic, and emotional support) to students.

**Sam Quinney** is the Director of The Lab @ DC. Under his leadership, The Lab works to generate timely, relevant, and high-quality evidence to improve lives in the District. Sam joined the Lab in January 2016 as its first full-time employee. Prior to this role, Sam held multiple government roles including stints at the White House, Department of Education, Office of the City Administrator for the District of Columbia Government, and as a Mayoral Fellow for the City of Chicago. He began his career teaching US History to middle schoolers in Philadelphia and holds degrees from Villanova University, the University of Pennsylvania, and the University of Chicago Harris School of Public Policy.

### Panel 3- Increasing Housing Supply through Construction and Design Innovation

**Vaughan Buckley** is the CEO of Volumetric Building Companies and a highly sought-after modular building and logistics innovation expert with an MBA in international business. His entrepreneurial spirit led him to grow several multi-million dollar companies focused on modular construction to further vertically integrate the industry. There are none in Philadelphia with more modular experience than Vaughan, having built and set more modules than any other general contractor in the region. Through his continued dedication to supporting the region with superior building solutions, Vaughan Buckley leads the modular revolution in the United States with an adventurous, entrepreneurial spirit.

**Carol Galante** is the Founder and Advisor of the Turner Center for Housing Innovation at UC Berkeley and The Housing Lab, an accelerator for early-stage ventures with the potential to fundamentally improve the housing market and make it more affordable and fair. Galante's work with the Turner Center and Labs focuses on a portfolio of innovation work and continued support of strategic partnerships and federal and state policy projects. Galante serves as Chair of the Board of the Turner Housing Innovation Labs, a 501c3 non-profit that was created in 2019 to support Turner Center's innovation portfolio, and Chair of the Advisory Board for the Turner Center & Labs. She is the Emeritus Faculty Director of the Turner Center and held the I. Donald Turner Professorship in Affordable Housing and Urban Policy at UC Berkeley between 2015-2021. Prior to joining UC Berkeley, Galante served in the Obama Administration for over five years as the Assistant Secretary for Housing/Federal Housing Commissioner at the U.S. Department of Housing and Urban Development (HUD) and as the Deputy Assistant Secretary for Multifamily Housing programs. Galante provided key leadership in the housing sector during the recession of 2009, including strengthening FHA's infrastructure and policies while providing access to credit that helped stabilize the housing market. She also developed signature initiatives that provided better opportunities to low-income families including Choice Neighborhoods and the Rental Assistance Demonstration Program. Prior to her appointment at HUD, Galante was President and Chief Executive of BRIDGE Housing Corporation, the largest non-profit developer of affordable, mixed-income and mixed-use developments in California. Early in her career Galante also worked for local government in city planning and community economic development. Galante serves on the non-profit Board of Directors of The Community Builders. She is also an advisor to Factory OS, an innovative new company changing how we build. She holds a Master of City Planning from UC Berkeley, and a Bachelor of Arts from Ohio Wesleyan.

**Clark D. Ivory** is the CEO of Ivory Homes, Utah's Number One Homebuilder since 1988. Since purchasing the company in 2000, Clark has built on his father's legacy of principled leadership. Ivory Homes has built more than 23,000 single family homes and 3,000 apartment homes. Instead of expanding out of state, Ivory Homes has focused on developing housing for every stage of life. Clark graduated from the University of Utah with a Bachelor of Arts in Political Science in 1988 and received a Masters of Business Administration from Harvard Business School in 1992. Clark served as a director of the Salt Lake City branch of the Federal Reserve Bank of San Francisco from 2006 to 2011, leading three years as chair. He also served on the University of Utah's Board of Trustees from 2007 to 2014, serving five years as chair. In 2009, he was chair of the Salt Lake Chamber, rallying Utah's business community's response to the great recession. He currently co-chairs Utah Community Builders, the foundation arm of the Salt Lake Chamber, and also serves on the Advisory Board for the Kem C. Gardner Policy Institute. Clark and Christine are committed to education and have provided more than 2,500 scholarships to students at Utah universities and colleges. Clark is actively engaged in several collaborations to address the issue of housing affordability. In 2018, Clark and Christine established the Ivory Prize for Housing Affordability which seeks to find the nation's most promising ideas to improve affordability. Ivory Innovations, an

applied academic institution and operating foundation dedicated to catalyzing innovations in housing affordability, partners with other innovators to find solutions to the affordable housing crisis. Clark is also co-chair of the Real Estate Advisory Board to the David Eccles School of Business at the University of Utah and previously served on the Policy Advisory Board for the Harvard Joint Center for Housing Studies.

**Pavan Iyer** is the founder of eightvillage. Pavan is also a licensed architect in the state of Georgia and former Buzz graduated from Georgia Tech with a Master's in Architecture and a minor in Environmental Science. Prior to founding eightvillage, Pavan was a designer at Lake Flato in San Antonio, working on projects of all scales, including net-zero water houses, higher education buildings, and urban projects. Upon returning to Atlanta, Pavan played an integral part in starting-up and piloting numerous local initiatives, including Ryan Gravel's urban think-tank Generator, a non-profit dedicated to fostering ideas for cities by people. Capturing the story of a place is at the core of Pavan's passion for community-driven projects. He believes that places become rooted through memories and a sense of pride, and these qualities are best generated through leveraging storytelling as the vehicle for supporting communities. Pavan is seen as a leader and expert in affordable housing and urban in-fill policy in the City of Atlanta. He has given numerous talks and lectures on how to plan and design communities for sustainable urban ecologies.

**Greg Leung** is Chief Executive Officer of Connect Homes, an LA-based company that designs, manufactures, delivers, and installs modern, green, award-winning single-family homes at a fraction of the cost and time compared to traditional homebuilding. Passionate about scaling world-class organizations, Greg previously served as Chief Operating Officer of Otto LLC, the smart home company that brought to market an award-winning keyless deadbolt. As Senior Director at Apple, Greg led worldwide supply chain strategy and management during the company's period of exponential growth and oversaw the launches of dozens of new products, customers, and countries. Greg also advises numerous technology companies disrupting their respective industries. He holds a bachelor's degree in Science, Technology and Society with Distinction from Stanford University. Born and raised in San Francisco, Greg and his family relocated to Los Angeles at the height of the pandemic and still marvel at the stunningly good weather, diversity of people and thought, and staggering traffic. When not at work, he can be found exploring SoCal hiking spots and dreaming about getting current as a private pilot.

### **Special Remarks- Biden Administration's Action to Close the Racial Homeownership Gap**

**Julia R. Gordon** is the Assistant Secretary for Housing and Federal Housing Commissioner at the U.S. Department of Housing and Urban Development (HUD). Ms. Gordon was nominated for this role by President Biden and was confirmed by the U.S. Senate on May 12, 2022. Ms. Gordon brings to HUD more than 30 years of experience in housing finance, policy, and advocacy in both the public and private sectors. Throughout her career, Ms. Gordon has been both a strong advocate for and hands-on practitioner working to achieve equal justice, fairness and equity in housing, and consumer protections. As Assistant Secretary for Housing and Federal Housing Commissioner, Ms. Gordon is responsible for HUD's policies, programs, and operations supporting the nation's homebuyers, homeowners, renters, and communities. She is responsible for the Federal Housing Administration's (FHA) Single Family, Multifamily and Healthcare mortgage insurance programs which currently serve over 8 million homeowners, some 890,000 renters, and approximately 4,000 healthcare facilities across the U.S. and its territories. In addition, Ms. Gordon is responsible for HUD's Multifamily assisted housing portfolio which serves more than 1.2 million low-income residents, the administration of HUD's housing counseling program, and the

development and oversight of federal standards for the design and construction of manufactured homes. Prior to joining HUD, Ms. Gordon was most recently the President of the National Community Stabilization Trust (NCST) from 2019-2022 and Executive Vice President of NCST from 2015-2019. At NCST, Ms. Gordon was a passionate advocate and leader for housing equality and neighborhood investment, launching multiple new initiatives supporting neighborhood stabilization and affordable housing. From 2012 through 2015, Ms. Gordon was a senior leader at the Center for American Progress where she led the Center's work to address access to affordable homeownership and rental housing, and safe financial products and services. In previous roles, including a leadership role at the Federal Housing Finance Agency and at the Center for Responsible Lending, Ms. Gordon was instrumental in grassroots efforts to shape mortgage and housing finance laws, regulations, and programs to protect homeownership and family wealth, including the Dodd-Frank Wall Street Reform Act and the Making Home Affordable program. Ms. Gordon received her bachelor's degree in government from Harvard College and her J.D. from Harvard Law School. She resides in Silver Spring, Maryland with her husband, Geoffrey Berman, and her daughter, Rochelle.

#### **Panel 4- Tangible Actions to Close the Racial Homeownership Gap**

**Nikitra Bailey** is the Executive Vice President of the National Fair Housing Alliance. Ms. Bailey manages the Public Policy department and is responsible for developing and spearheading a visionary, comprehensive policy strategy to implement NFHA's mission. Ms. Bailey provides thought leadership for the organization; liaises with policymakers and other stakeholders; supports resource development; and works collaboratively with NFHA's departments, membership, and Board of Directors to promote housing equity. Previously, she served as an Executive Vice President at the Center for Responsible Lending (CRL). She played an integral role in designing and driving CRL's consumer protection and fair lending agenda. She directed mortgage advocacy; supervised resource development; and served as the principal strategist for coalition partnerships that span civil rights, faith, women, labor, and community advocates across the nation. Recently, she led advocacy to secure passage of the Homeowners Assistance Fund (HAF) in the American Rescue Plan legislation, which provides billions in relief for COVID-19's hardest-hit homeowners. She is the author of articles and reports on the impact of predatory lending on people of color and women. Ms. Bailey has provided expert testimony to the Congress on housing issues, and she serves on the Consumer Financial Protection Bureau Consumer Advisory Board (CAB). She also appears frequently in national media.

**Jung Hyun Choi** is a senior research associate with the Housing Finance Policy Center at the Urban Institute. She studies urban inequality, focusing on housing, urban economics, real estate finance, and disadvantaged populations in the housing market. Before joining Urban, Choi was a postdoctoral scholar at the University of Southern California Price Center for Social Innovation, where her research examined innovative housing and social policies to enhance quality of life for low-income households. Choi holds a PhD in public policy and management from the Price School of Public Policy at the University of Southern California.

**Michael Neal** is a principal research associate in the Housing Finance Policy Center at the Urban Institute. Previously, he worked at Fannie Mae where he was a director of economics in the Economic and Strategic Research division. Before his service at Fannie, Neal was the assistant vice president at the National Association of Home Builder's Economic and Housing Policy department. As a housing economist, Neal has an in-depth knowledge of housing market trends and has provided expert analysis and commentary on housing to media outlets around the country. Previously, Neal worked at Congress's Joint Economic

Committee, the Federal Reserve System, the Congressional Budget Office, and Goldman Sachs. Neal has a bachelor's degree in economics from Morehouse College and a master's degree in public administration from the University of Pennsylvania. Neal is a member of the Homeownership Working Group for Project REACH, serves on the advisory board for the Ashoka-Brookings Challenge, and works an independent consultant for Alpha Sights.

**Janneke Ratcliffe** is vice president of the Housing Finance Policy Center at the Urban Institute. She joins HFPC's leadership team to manage execution of the center's mission. Over a career that spans industry, the nonprofit sector, academic research, and the federal government, her work focuses on increasing access to financial systems that foster economic security and prosperity. Ratcliffe came to Urban from the Consumer Financial Protection Bureau, where she served as assistant director, leading its Office of Financial Education. Previously, she was the executive director of the University of North Carolina Center for Community Capital, leading "transformative research on how mortgage markets and financial services can better promote financial security and economic opportunity." Ratcliffe has also served at GE Capital Mortgage, the Center for American Progress, and Self-Help, where she was instrumental in high-impact programs in affordable and Community Reinvestment Act mortgages and community development finance. Ratcliffe serves on the Consumer Affairs Advisory Council of the Mortgage Bankers Association, and she is a member of the National Community Stabilization Trust Board of Managers. She is a graduate of UNC at Chapel Hill, where she studied economics and French.

**Christopher J. Tyson** is President of the National Community Stabilization Trust. Chris was recently a Newman Trowbridge Distinguished Professor of Law at the Paul M. Hebert Law Center at Louisiana State University. In December 2021 he completed a four-year term as the President and CEO of Build Baton Rouge, the city's redevelopment authority and land bank. Under his leadership the city launched a \$50 million Bus Rapid Transit project, won a \$30 million HUD Choice Neighborhoods grant, was awarded the highly competitive \$5 million JP Morgan Chase AdvancingCities grant, and established Baton Rouge's first Community Land Trust. During that same period Build Baton Rouge acquired and prepared for development over 20 acres of vacant and blighted urban property and administered over \$20 million in HUD Community Development grants on behalf of the city of Baton Rouge. Chris received his Juris Doctor degree from the Georgetown University Law Center, his Master of Public Policy degree from the Harvard Kennedy School, and his Bachelor of Architecture degree, with honors, from Howard University.