



Alfredo de la Peña
Chief Executive Officer

Alfredo provides leadership to a staff of more than 150 individuals, and reports to the Board of Directors and works collaboratively with Executive and Director-level staff members in each of the respective entities to ensure the organization consistently achieves its mission and financial objectives. Alfredo oversees development and implementation of the strategic plan. His role is to ensure the organization effectively manages growth as a multi-state nonprofit affordable housing developer; assure the organization's financial strength, balancing financial health and stability while advancing the mission; and to build the organization's external identity in order to promote visibility, preserve and expand resources, and connect with other professionals and organizations.

Alfredo was promoted to CEO in July 2016 after serving the organization as Chief Operations Officer for 20 years where he oversaw the management operations for over \$250 million in real estate, as well as managing cash flow for the \$50 million budget.

Prior to joining Mission First in 1996, Alfredo worked as a consultant for the Resolution Trust Corporation where he oversaw the consolidation of troubled assets with a book value of \$5 billion. Prior to that, he developed financial applications for mortgage systems. He also worked for several years in various aspects of residential and commercial real estate, performing financial analysis, budgeting, and cash flow analysis of development projects totaling \$1.4 billion. Alfredo has over 34 years of experience in real estate and finance.

