

## POSITION PROFILE

On behalf of our client,  
Project for Pride in Living,  
CohenTaylor Executive Search Services  
is conducting a retained executive search for its

# Senior Vice President of Housing Stability





# PROJECT FOR PRIDE IN LIVING

**PPL transforms lives through housing stability, career readiness, and youth development.**

Project for Pride in Living (PPL) was founded in **1972** by former priest and social justice advocate Joe Selvaggio to create affordable housing and revitalize central Minneapolis. PPL began by renovating blighted homes. Later, the organization added employment training to prepare job seekers for entry-level work with major Twin Cities' employers.

Over 50 years later, PPL helps nearly **9,100 individuals and families** in the Twin Cities to move into affordable housing, earn higher incomes, improve their academic skills, and gain economic independence each year.

## Programs

### HOUSING STABILITY

PPL understands that the most effective way to promote long-term self-reliance is by stabilizing a household's economic standing, helping set the stage for long-term success.

They own and manage over **1,800 units** of safe, quality, affordable housing throughout the Twin Cities with wraparound services to support residents' academic and employment success. Their homeownership down payment assistance supported **268 new homeowners** in achieving their goal, with **89%** of these homebuyers identifying as Black, Indigenous, or people of color.

Through their Housing Service Model, they offer the following support services:

- **Housing Stability & Community Engagement** – Helps residents maintain housing by linking to community resources, working on eviction prevention, and providing basic needs support.
- **Economic Advancement & Youth Development** – Creates individualized plans around employment, training, and education, connects to PPL's Career Center, and ensures access to benefits to help residents increase their income.
- **Health & Wellness** – Connects residents to physical and behavioral health resources to promote well-being.

### Mission

PPL builds the hope, assets, and self-reliance of individuals and families who have lower income by providing transformative affordable housing and career readiness services.

### Statement of Equity

PPL strives to be an equitable and inclusive organization committed to elevating the voices of the communities we serve who are disproportionately affected by system inequities.

### Vision

PPL envisions safe, resilient, and equitable communities across the Twin Cities.

### At a Glance

- Revenue: **\$43.2 million**
- Staff of approximately **200**
- Board of Directors consisting of **20-25 members**
- Headquartered in **Minneapolis, MN**

### 2025 Community Impact

- **95%** of households achieved and maintained 24 months of housing stability
- **268** new homeowner closings
- **1,800** affordable housing units
- **98%** of credit-eligible students graduated
- **95%** of career participants achieved 12-month employment retention
- **178** volunteers contributed **2,156** hours of service

### For More Information

- Visit their website
- Review their [Annual Report](#), [Impact Report](#), and [Strategic Plan](#)

## CAREER READINESS

PPL's Career Readiness programs provide participants with the skills necessary to get and keep a job with proven income growth and job placement. Click the links below to learn more about their range of programs.

- [Access Program](#)
- [Alternative High Schools](#)
- [Employer Partnerships](#)
- [Career Pathways](#)
- [Diploma Connect](#)
- [LEAP](#)
- [Step Up Foundations](#)

## Strategic Direction 2026 – 2027

### 10 YEAR VISION

PPL envisions safe, resilient, and equitable communities across the Twin Cities.

### AREAS OF FOCUS

#### Housing Stability

Creating affordable housing for individuals and families with lower incomes.

#### Career Readiness

Providing leading-edge career training/education for adults and youth.

### FOUNDATIONAL PILLARS

 <p><b>RACE EQUITY</b> Center community voices and lead with equity to transform systems and drive inclusive development.</p>	 <p><b>ORGANIZATIONAL STRENGTH &amp; STABILITY</b> Build a high-performing organization grounded in excellence and innovation, delivering meaningful impact for the community.</p>	 <p><b>SYSTEMS CHANGE</b> Bring together private, public, and nonprofit sectors to align housing, workforce, and policy—transforming collaboration into scalable impact.</p>	 <p><b>STRONG NEIGHBORHOODS</b> Build pathways to financial empowerment, wealth creation, and resilient neighborhoods.</p>
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## GOALS



**Center communities' voices** in approach to real estate development, public policy, neighborhood development, and community building.



**Influence key systems** that drive racial disparities, particularly in the areas of affordable housing, workforce development, and education.



Implement an **innovative workforce development strategy** that delivers measurable outcomes while building strong employer partnerships and advancing youth and adult careers.



**Build a financially sustainable, high-performing organization** by elevating our brand, deepening philanthropic engagement, fostering meaningful relationships, and investing in the growth and talents of our staff to advance our mission and amplify our impact.



Implement targeted strategies to **strengthen and stabilize the housing portfolio** – reducing vacancies, improving rent collection, enhancing residents' quality of life, and disposing of properties back to communities.

## The Senior Vice President of Housing Stability Opportunity

The Senior Vice President (SVP) of Housing Stability serves as a key senior leadership team member and active participant in making strategic decisions affecting PPL. This critical leader is responsible for overseeing the implementation and delivery of programs and services to accomplish PPL's strategic vision of increasing the availability and affordability of quality housing within the Twin Cities.

The SVP of Housing Stability manages a team of professionals responsible for the development and rehabilitation of new and existing buildings, the management of the overall financial health of the real estate portfolio, and the execution of the processes and program implementation of all new properties and program services. The SVP of Housing Stability builds and leads a diverse team that enables PPL to succeed while ensuring their work is aligned with PPL's mission and strategy.

The SVP of Housing Stability champions and facilitates change to ensure long-term community sustainability while maintaining positive constituent relationships, both internal and external, and is an effective communicator articulating PPL's message in a way that inspires others to act in service to PPL and the community.

While this SVP role is broad and covers all aspects of the Housing Stability division, including real estate development, asset management, property management, and resident services, for the first several months, this leader will focus on the real estate development and asset management efforts, including building and cultivating a dynamic team, building a foundation for a strong real estate pipeline, and providing strategic direction and financial oversight of asset management.

## REPORTING RELATIONSHIPS

The SVP reports to the COO and will be responsible for managing direct reports that include Vice Presidents and Directors from Real Estate Development, Property Management, Asset Management, and Resident Services.

## Key Accountabilities

### Organizational Leadership

- Supervise the Senior Director of Real Estate Development, Senior Director of Asset Management, and Vice President of Housing Operations, and provide leadership to their respective teams.
- Serve as lead staff to the Housing Development and Housing Operations Committees of the Board
- Provide thought leadership and contribute to the strategic positioning and direction of both PPL as an organization and the Housing Stability function within PPL.
- Develop and cultivate a deeply collaborative housing model that ensures excellent coordination between the four Housing Stability teams, as well as the enterprise Finance team, in all aspects of housing activity.
- Provide thought leadership on issues related to federal, state, and local housing policy as needed.

### Real Estate Development and Financing

- Oversee and facilitate the implementation of housing finance and real estate financing, including preparation of applications, management of loans, negotiation of terms, and maintenance of ongoing internal and external relationships.
- Utilize a multidisciplinary approach to financing and services to new and existing community development projects (planning, real estate development, community strength assessments, marketing studies, among others) and make critical decisions related to those initiatives and PPL's role in them.
- With the COO and President/CEO, identify new project/program opportunities consistent with PPL's mission and strategic plan as it relates to housing. Work with staff in all program areas to successfully implement projects/programs.

### Asset Management

- Maximize the value and performance of PPL's housing portfolio.
- Establish performance goals and budgets for all housing programs and properties owned or managed.
- Ensure Asset Management and Housing Operations are well-coordinated and aligned in the financial strategy of our housing portfolio.

### Housing Operations

- Support the Vice President of Housing Operations in leading property management staff and services for owned properties and for third-party management contracts, including financial reporting of operations, maintenance, leasing, and lease administration, marketing, and all other property management functions.
- Support the VP of Housing Operations in leading specific program services provided by the organization for people experiencing homelessness and/or a disability, or people struggling to maintain housing.



### External Partnerships

- Represent PPL externally in key community conversations, neighborhood meetings, before public bodies, and with key partners and stakeholders.
- Oversee the reporting to all lenders, investors, and donors of compliance with all grant agreements, funding programs, or lending covenants.

### Position Qualifications

While no single candidate will have all the criteria enumerated below, the ideal candidate will possess the following professional and personal abilities and attributes.

- Passionate about PPL's mission; leads with conviction as a champion of equitable community development.
- Possess experience in affordable housing real estate development and asset management.
- Demonstrated leadership capability.
- Familiarity and comfort with urban neighborhoods and diverse cultures.
- Knowledge of affordable housing and community-related support services.
- Experienced in financial analysis for project budgets, including long-term operating pro formas.
- Supervisory and administrative experience, including program budget preparation and management, use of methods to gain greater operating efficiency, and effective methods of personnel management.
- Knowledge of public and private finance programs and processes for allocation of real estate development-related resources.
- Experience as a representative in public and private settings, including neighborhood meetings, before public bodies (staff and elected officials), with funders, Boards of Directors, and banking institutions.

### MINIMUM REQUIREMENTS

- Bachelor's Degree with a major in business administration, public administration, urban planning, real estate finance, economics, or related field, or equivalent.
- Minimum of 8 years in progressively responsible leadership positions in housing finance, real estate management, and/or community development.

### Compensation

The targeted salary range for this role is **\$200,000 – \$220,000**, commensurate with experience and qualifications.

PPL has exclusively retained CohenTaylor Executive Search to help conduct this search.

For more information, or to submit your resume and application, please email:  
[PPL@cohentaylor.com](mailto:PPL@cohentaylor.com).

All inquiries will remain confidential.