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WIN APPOINTS JESSICA KATZ AND ANDREA GELLERT TO BOARD OF DIRECTORS

Appointments bring expertise in government, real estate, healthcare and marketing to Win Board

NEW YORK, NY – Win, the largest provider of housing and supportive services for families with children experiencing homelessness, announced today the additions of Jessica Katz and Andrea Gellert to its Board of Directors, effective October 2nd, 2024. Katz and Gellert, two seasoned professionals with experience in both private and public sectors, bring their extensive expertise in housing, business, and government to Win’s Board of Directors as New York City grapples with the worst homelessness crisis in modern history.

"New York City is confronting challenges we never imagined – and tackling that requires out of the box thinking and insightful solutions," said **Christine Quinn, President and CEO of Win**. "Win’s Board of Directors embodies this approach, with each member offering a unique set of skills and perspectives, aiding us in addressing homelessness, the housing crisis, and the needs of our newest arrivals. We are thrilled to welcome such talented and experienced individuals to our team and look forward to collaborating with Jessica and Andrea as we work to break the cycle of homelessness."

"I’m honored to join Win, an organization that plays such a critical role in providing housing and support to families in need," said **Jessica Katz, Adjunct Professor at Columbia University School of Architecture and Planning and Principal of Silver Bullet Consulting LLC**. "With my background in housing policy and urban planning, I am eager to aid in the expansion of Win’s efforts to secure safe, stable, and permanent housing for vulnerable families."

"It’s a privilege to be part of Win’s mission to support families in need of stable housing," said **Andrea Gellert, Vice President of the Business Marketing Group at Meta, where she is responsible for lifecycle, experiential and product marketing aimed at Meta’s advertisers and developer community**. "I look forward to using my experience in driving large-scale solutions to help Win continue providing housing security and services for those who need it most in New York City."

Jessica Katz is an Adjunct Professor at the Columbia University School of Architecture and Planning and the Principal of Silver Bullet Consulting LLC. Prior to joining Columbia, Ms. Katz was the Chief Housing Officer of the City of New York. As Chief Housing Officer, Katz was responsible for devising and implementing housing policy across the City’s housing agencies, including the Department of Housing

Preservation and Development, the New York City Housing Authority, the Housing Development Corporation, the Mayor's Office of Housing Recovery Operations and the Mayor's Office to Protect Tenants.

Katz previously served as executive director of the research nonprofit Citizens Housing and Planning Council, where she spearheaded policy and research priorities. Ms. Katz also served for over ten years at HPD, as the associate commissioner for New Construction, assistant commissioner of Special Needs Housing, senior adviser to the commissioner, and assistant commissioner for Preservation Finance. Katz holds a BA in Urban Geography from McGill University and a Masters in City Planning from MIT.

Andrea Gellert is the Vice President of the Business Marketing Group at Meta, joining the company in August 2023. Prior to joining Meta, Gellert was the CMO at Clover, a point of sale and business management platform for small and mid-sized businesses. She was responsible for brand and social, product marketing, direct channel growth, lifecycle marketing, and marketing operations. Gellert previously served as Head of Marketing and Creative at Hawkfish; CMO and CRO at OnDeck; and served in multiple roles at American Express, including VP of Merchant Services (industry expansion strategy, account development and B2B marketing) and VP, Customer Experience and Retention in OPEN (marketing for small business).

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About Win

Win is the largest provider of shelter and supportive housing for families experiencing homelessness in New York City and the nation, operating 16 shelters and over 450 units of supportive housing across all five boroughs. For over 40 years, Win has provided safe housing, trauma-informed services, and innovative programs to help families rebuild their lives. In the past year, Win served nearly 10,300 homeless people – including over 5,600 children – and helped almost 900 families transition out of shelter into homes of their own.