



Urban Land Institute Charlotte

WLI Champions Profile (2019)

Name Ellen Rogers

Title Senior Vice President, Market Executive

Company Bank of America

Discipline Commercial Real Estate – Community Development

Describe a Magic Moment in Your Career or Life *So many things come to mind, not necessarily moments, but experiences— from a professional perspective, seeing how the work we do in community development helps families by providing safe, affordable housing or children access to quality schools through our work in the charter school financing space...working in rebuilding communities like New Orleans following Katrina – so rewarding. Personally – my relationship with my children balances me, and having my son follow me into the community development field is fantastic.*

Describe Who or What has been a Key Influencer in Your Life *I've had several key mentors in my career – one who really influenced the direction of my career and was both a mentor and role model is Pat Garrett, former Executive Director of the Housing Partnership/CMHP. Having the opportunity to develop while working at Bank of America with a number of key influencers such as Hugh McColl has had a huge influence on my career, and my ability to grow and define the Community Development space in creative ways – such as expanding our affordable housing equity investing to include workforce housing, developing our charter school facility financing, working in conjunction with our ESG team to leverage their initiatives with our work in communities.*

Next Big Challenge as an Industry *The community development real estate business is affected by governmental funding sources, so any significant change to the tax credit code, CRA regulations, HUD funding, etc., can have a ripple effect on the business of affordable housing. With an election looming next fall, we'll all be focused to be able to respond to any change in direction/policy or other impacts to funding sources. Keeping up with the demand for affordable housing – supportive housing for homeless or formerly homeless, veterans housing, senior housing – so many challenges in our space, so little time and resources to make a mark and effectively make changes.*

What is Your Secret Talent *Being a facilitator – connecting people to one another, connecting ideas to take them from concept to reality, and being persistent. Oftentimes, I've found it takes several attempts to find a path to success, sometimes its timing, sometimes other factors exist.*

Your Take on Championing Others . . . Critical to develop talent, open doors for others *I would refer back to one of my early mentors, Pat Garrett, who willingly took me on as a mentee, but gave me this to think about: we each have a responsibility to encourage those who follow in our path. If we don't take time to help them learn and develop their skills, we are missing the opportunity to influence the outcome of their work as well. Mentoring and championing others is a big part of my role, and I do consider it one of the most important things I can do.*

One Word that Captures You *"Labrador" – this contributed by one of my good friends – loyal, honest, sincere, committed... 😊*