



Habitat for Humanity Greater San Francisco Appoints Felix AuYeung as New Chief Real Estate Officer

SAN FRANCISCO, CALIF. (FEBRUARY 27, 2026) - [Habitat for Humanity Greater San Francisco](#) (Habitat Greater San Francisco) is pleased to announce the appointment of **Felix AuYeung** as Chief Real Estate Officer, effective March 16. AuYeung joins the organization’s executive leadership team at a pivotal time, as affordability pressures, limited housing supply, and persistent homeownership gaps continue to challenge working families across the Bay Area. His appointment strengthens the organization’s capacity to scale its impact and expand affordable homeownership across the region.

As Chief Real Estate Officer, AuYeung will oversee site acquisition, development, construction and home preservation initiatives while stewarding partnerships with public agencies, developers and community stakeholders. He will play a central role in advancing Habitat Greater San Francisco’s growing pipeline of affordable homeownership projects throughout Marin, San Mateo and San Francisco counties.

“We are thrilled to welcome Felix to Habitat Greater San Francisco,” said Maureen Sedonaen, Chief Executive Officer of Habitat for Humanity Greater San Francisco. “The Bay Area’s housing challenges demand both creativity and deep expertise, and Felix brings an exceptional track record of building partnerships and advancing complex developments. His leadership will be instrumental as we expand affordable homeownership opportunities, preserve existing homes, and help more families stay and thrive in the communities they call home.”

AuYeung brings more than two decades of affordable housing and community development experience. Most recently, he served as Vice President of Business Development at MidPen Housing Corporation, where he led site identification, acquisitions, and project conceptualization efforts. During his tenure, he helped usher more than 5,400 affordable homes into MidPen’s production pipeline, working closely with public agencies, financial partners and local communities.

“I am honored to join Habitat for Humanity Greater San Francisco and support its mission to make homeownership more accessible to all,” said AuYeung. “Across the Bay Area, too many families are being priced out of the communities they love. Expanding affordable homeownership is not only about housing – it is a pathway to economic stability, community resilience, and generational opportunity. I look forward to working alongside Habitat’s partners and team to identify new



opportunities, navigate complex development challenges and help more families achieve the security and benefits of owning a home.”

AuYeung is a seasoned expert in the affordable housing field, with more than 21 years of experience spanning nonprofit leadership, public sector collaboration and direct project management. He holds degrees from the University of California, Berkeley, the University of Pittsburgh and the Massachusetts Institute of Technology. He previously served on the board of East Bay Housing Organizations and currently serves on the board of the Planning and Conservation League.

About Habitat for Humanity Greater San Francisco

Habitat for Humanity Greater San Francisco (Habitat Greater San Francisco) builds homes and community in partnership with thousands of annual volunteers, working families, donors, civic leaders and other engaged community members in Marin, San Francisco and San Mateo counties. The work supporters help us do provides a critical path to financial security for families who live and work here and strengthens neighborhoods across the Bay Area. Habitat Greater San Francisco has built more than 280 affordable homes in the Bay Area. More information can be found at www.habitatgsf.org.

Contact:

Name: Jennifer Hayes

Phone: 510-325-5622

Email: jhayes@habitatgsf.org