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affordable housing

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CONTACT: Nadine Malpass

Nadine.malpass@unitedwaygso.org

Greensboro Housing Coalition Announces New CEO

Hugh Holston Selected by Board of Directors to Lead Organizational Efforts

GREENSBORO, NC (August 7, 2023) – The Greensboro Housing Coalition (GHC) is pleased to announce Hugh Holston has been named Chief Executive Officer. Holston brings a passion for GHC's mission, a wealth of experience, institutional knowledge, and a longstanding commitment to the community.

The public is invited to meet Holston during a reception on Thursday, August 24th at the GHC office from 11am - 1pm. Register at: [GHC Welcome Reception - Hugh Holston, CEO](#)

Holston has served on GHC's board since 2017, leading GHC's effort to create a comprehensive strategic plan in 2022 and, since then, served as Chair of the Board of Directors.

Holston has a focus on affordable housing that began in the early 1990s. As Assistant Vice President for Wells Fargo he collaborated with the Guilford Native American Association and the City of Greensboro to provide affordable home loans and down payment assistance to low to moderate income homebuyers. In 1994, Holston participated as a charter member of the Affordable Housing Community Resource Board – a City of Greensboro initiative that brought together developers, lenders, and community leaders to address affordable housing in Greensboro.

Holston, who earned a Bachelor of Science in Business Administration from the University of North Carolina at Chapel Hill, comes to GHC after a 35-year career with Wells Fargo, AT&T Mobility, Lincoln Financial, and Old North State Medical Society.

In July 2022, Holston was elected to, and continues to serve as, an At-Large member of the Greensboro City Council. Holston will remain a member of the Greensboro City Council as he assumes the CEO role.

"The City will benefit from Hugh's knowledge and vast experience on housing services. The City Council will work with GHC to continue our priorities to address the needs of those in need of affordable housing. We congratulate him on this endeavor and look forward to what Hugh will achieve in this role," said Greensboro Mayor Nancy Vaughan.

Holston's impressive 35-year commitment to the Greensboro community brings a unique perspective to GHC's affordable housing mission from the public, business, and community sectors. Holston will lead efforts in strategic execution, advocacy, administration, programs, fundraising, and marketing.

"Greensboro is experiencing a housing crisis. While having success on the continuum from homelessness to homeownership will be challenging, it is not impossible. I look forward to leveraging the many resources of GHC and the community to advocate for fair, safe, healthy, and affordable housing in Greensboro," said Hugh Holston.

Patricia Macfoy, Executive Director of New Hope Community Development Group Inc., said, "I have worked with Hugh on other initiatives and I am excited about the opportunity to work with him in his new role at GHC. New Hope partners with GHC on several community projects and we are looking forward to our continued collaboration to support the community."

Holston replaces Josie Williams who relocated out of state in April. Ann Pinto, GHC's Deputy Director has been acting as Interim Executive Director since Williams' departure and will continue to serve as Deputy Director under Holston's leadership.

Nadine Malpass, Chair, GHC's Board of Directors, who served on the search committee said, "Hugh is a dynamic leader with the passion and commitment to move the GHC to the next level. His drive and motivation for what he does is infectious and inspiring."

About GHC

GHC is a HUD certified Housing Counseling Agency that works with individuals and families at any stage of the continuum from homelessness to homeownership. GHC provides the greater Greensboro community with greater access to housing opportunities. This non-profit organization also provides the information about resources necessary to help families and individuals climb the ladder to better housing and prevent housing loss. For more than 30 years, our mission is to advocate for and provide resources to people with low to moderate incomes and those with special needs to secure or retain fair, safe, healthy and affordable housing.

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