

Alex Krell

Alex Krell is Vice Chair of the International Board of Directors of Habitat for Humanity International, where he also chairs the board's Operations Committee, co-chairs the International Strategic Advisory Council and the MicroBuild Fund II Capital Campaign and serves on the Advisory Board of the Terwilliger Center for Innovation in Shelter and Habitat's Development Council for Latin America. A Habitat volunteer since 1985, he has devoted his post-retirement career full time to expanding access to affordable housing in developing economies.

In private equity real estate, Mr. Krell retired in 2022 as Managing Partner of Paladin Realty Partners, an SEC-registered fund manager investing institutional capital across Latin America through a hybrid allocator/operator model. The firm has sponsored five pan-regional funds invested in more than 170 assets — spanning for-sale residential, multifamily, student housing, office, and lodging — totaling US\$4 billion in projected cost and over 20 million square feet across seven countries. As a member of the investment committee responsible for investment and asset management, he relocated to Bogotá to build the firm's Andean platform, opening offices in Colombia, Peru, and Costa Rica, and directly led more than 60 investments representing US\$1.1 billion in revenue and US\$800 million in total costs. He subsequently chaired the investment committee of CORE Capital (2022-2025) a Peru-based fund manager investing in residential high-rise condominiums in Miami, Florida.

His homebuilding and land development career spans two decades of U.S. operating leadership. At Pulte Homes, a Fortune 500 builder (PHM), he served as Division President for Northern Nevada and Tennessee — building a startup division that acquired and developed more than 1,350 lots, managed two 1,200-unit Del Webb active-adult communities, ranked first among Pulte's 48 divisions in customer satisfaction, and became the company's most efficient division per employee while restructuring through the 2006–08 downturn. Earlier, as Pulte's Bay Area Vice President of Operations, he closed 998 homes in a single year on revenues above US\$600 million; as Vice President of Product Development, he founded the company's Northern California architecture office, cutting design spend 40% below plan. Previously he directed land acquisition at Shea Homes, helping manage over US\$500 million in land assets and opening the Sacramento, CA market, and led land acquisition and forward planning at KB Home, contributing more than 1,100 lots to delivery pipelines and authoring a deal-management tool adopted as a corporate best practice.

Internationally, as Director of Residential Development for Abu Dhabi's Tourism Development & Investment Company, he directed US\$1.8 billion of development on Saadiyat Island and other locations in the Emirate — including St. Regis branded residences, several apartments and single-family residential communities, and a design-stage pipeline of master-planned districts. Afterwards, with AECOM Alex led a 150-person multi-national team of consultants on the redevelopment of four of Jeddah's largest unplanned settlements in the Kingdom of Saudi Arabia. Earlier in his career, he acquired, turned around, and ultimately sold Uruguay's largest plumbing services company, growing revenue over 300%.



Beyond Habitat, Mr. Krell serves on the boards of Grupo Edifica, a Lima-based real estate development and investment holding, and the Puerto Rico Education Initiative (PREI), and advises Habitat for Humanity Puerto Rico. Past volunteer work includes elected county-wide affordable-housing finance bodies in California and Nevada, and two Habitat U.S. affiliate boards, including as chair.

Trained as an architect, Mr. Krell holds a B.S. in Architecture from the University of Virginia and an M.B.A. in Real Estate and Finance and an M.A. in Urban Planning from UCLA, where he published a master's thesis on manufactured housing in Japan. A dual citizen of the United States and Uruguay, he is fluent in English and Spanish, has lived in eight countries, and resides in San Juan, Puerto Rico.

Potential support areas: Development and land strategy; project underwriting and investment decision-making; private equity and institutional capital; pipeline and portfolio management; operating efficiency; scaling development companies.