



NATIONAL  
ASSOCIATION FOR  
LATINO  
COMMUNITY  
ASSET  
BUILDERS

**For Immediate Release**

**Feb 15, 2024**

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## **NALCAB Poised for Next Phase of Growth With Expansion of Leadership Team**

### *New CFO Announced for National Latino Advocacy Group*

(SAN ANTONIO, TX) - The National Association for Community Asset Builders ([NALCAB](https://www.nalcab.org)) is pleased to welcome Nelly Rojas-Moreno as its new Chief Financial Officer. In addition to leading NALCAB's finance and accounting departments, she will oversee real estate acquisition management, compliance, legal and administration functions.

Prior to joining NALCAB, Nelly had a distinguished 23-year career at LiftFund, one of the nation's largest Small Business Lenders and a founding member of NALCAB. Her most recent role was that of Chief Operation and Financial Officer where she oversaw the operational and financial performance of the organization including strategic leadership, risk management, organizational development, internal infrastructure, and new business development.

"I have known and deeply admired Nelly for many years as we both developed careers in the economic development and CDFI fields, said Marla Bilonick, NALCAB President & CEO. "Her depth and breadth of knowledge will be of significant value both to NALCAB and our member network. She intimately understands the specific challenges faced within our community as we work to close the wealth gap and I am pinching myself that she is now a part of the NALCAB leadership team!"

During her tenure at LiftFund, Nelly developed most of the organization's lending and underwriting policies and procedures and helped in the development and implementation of Microloan Management Services (MMS) Division, the SBA 504 and SBA 7a Community advantage program.

She earned her undergraduate degree in Economics from Universidad Autonoma de San Luis Potosi and her MBA in Finance and International Business from Our Lady of the Lake University. She was a 2013 participant in the Annie Casey Leadership Learning Network, the San Antonio Hispanic Chamber of Commerce's Latina Leadership Institute Program - Class of 2019, and the 2022 Leadership Texas Cohort.

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**About [NALCAB](#)**

The National Association for Latino Community Asset Builders (NALCAB) is the hub of a national network of 200+ member organizations that are anchor institutions in geographically and ethnically diverse Latino communities in 46 states, Washington DC, and Puerto Rico. NALCAB supports its member institutions through funding, training, research, and advocacy, enabling them to invest in their communities by building affordable housing, ensuring equitable neighborhood development, supporting small business growth, and providing financial counseling on issues including credit building and homeownership. As a grant maker and US Treasury certified CDFI lender with offices in San Antonio and Washington DC, the NALCAB Network serves hundreds of thousands of low- to moderate-income people, advancing economic equity and inclusivity in the communities we serve.