

Meet Our Senior Leaders



Natalia Williams

Senior Vice President of Asset Management and Compliance



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Q What attracted you to the affordable housing field?

To put it simply, I believe that it's difficult to be successful in life without access to a stable home. That is foundational for people's life experience. I am motivated to help as many people as possible gain access to high-quality, stable housing, which is what led me to the field almost 20 years ago.

Q What makes BRIDGE stand out in the affordable housing industry?

BRIDGE is a place for people who want to make an impact and leave their mark. We have always been willing to take on the complex, challenging projects, like Jordan Downs in Los Angeles and North Beach Place in San Francisco. These are not run-of-the-mill affordable housing projects – they are transformational investments.

I have always been impressed by how beautiful and well-run BRIDGE developments are, and how well they integrate into their neighborhoods. Our properties are not the outdated stereotype of “affordable housing” that people may have in mind.

Q Tell us a little about yourself and your role at BRIDGE.

It's exciting to be part of a team with different skillsets to manage our large and growing portfolio and make sure BRIDGE is set up for long-term success. That includes meeting regulatory requirements, physically maintaining our buildings to a very high standard, keeping them safe for residents, and ensuring we're providing services that meet the needs of the community.

We also promote the environmental sustainability of our portfolio. Right now we're leading a major initiative to install solar panels on as many of our properties as possible, to generate clean energy and lower residents' energy bills. We also work with partners to accomplish things like convert gas boilers to electric, install LED lighting, and improve water conservation.

Q What do you like to do when you're not working?

I like to travel and to explore new places. Working in the housing industry, I love to admire architecture when I travel, especially buildings designed by Antoni Gaudi in Barcelona, or the remarkable architecture of Chicago. I find it inspiring.