



PRESS RELEASE: EDC HIRES NEW EXECUTIVE DIRECTOR

By Eric Lifschitz | May 24, 2018 | 415-553-6055

FOR IMMEDIATE RELEASE

San Francisco, CA (May 24, 2018) - The following statement may be attributed to Eric Lifschitz, Board President of Eviction Defense Collaborative:

“On behalf of the Eviction Defense Collaborative, its Board and staff, it is my great pleasure to announce Martina I. Cucullu Lim, Esq. as the new Executive Director of EDC.



Martina joins us from Centro Legal de la Raza in Fruitvale, Oakland where she has been running their Tenants’ Rights Program since 2014, directing legal services in eviction defense and rent-controlled related matters. During her tenure at Centro Legal, Martina drove strategic leadership for her program, nearly quadrupling the program’s funding and staff. Martina has a proven record for creating programs that maximize effective, client-centered services while ensuring a healthy, stable work environment.

More recently, she was a key leader in the collaborative efforts to create over \$5 million in new funding for anti-displacement services and support from Alameda County and the City of Oakland. Three and a half million dollars were awarded to Martina’s program as Program Administrator for Alameda County’s Anti-Displacement Crisis Intervention Program, consisting of legal services to homeowners and renters as well as the provision of emergency financial assistance. Martina’s experience administering a countywide program will prove invaluable as EDC strives to enhance its services and position itself as the beacon for universal eviction defense.

As the residents of San Francisco prepare to vote in favor of universal eviction defense, I am eager for Martina to transition into her new role on July 25 and look forward to reporting on all the innovative work we will be undertaking under her leadership. Together, we will ensure universal access to counsel and keep San Franciscans in their homes!

This hiring concludes a yearlong process marked with great intention and preparation. It began in June 2017 with the hiring of our Interim Executive Director, who succeeded in enhancing EDC’s infrastructure and board development to attract the best executive director candidates upon commencing our ED search.

With the assistance of Blueridge Advisors, LLC, the Search Committee (consisting of Shirley Gibson, Eric Toscano, Jason Wolford, and me) engaged in an extensive and purposeful process that relied on input from stakeholders, community partners, and staff in creating the ideal candidate profile. Applicants were vetted and screened by Blueridge and went through a multi-round interview process, culminating in an all-staff presentation that pro-

vided the EDC staff with the opportunity to ask questions that evaluated the final three candidates on management philosophy, leadership skills, understanding of the housing crisis, and fundraising/budgeting skills. In the end, it is with particular pride I am able to report that the Board UNANIMOUSLY voted to offer the role to Martina, confident in her demonstrable history of success, commitment, and enthusiasm to lead our organization.

I would like to express my sincere gratitude to the Search Committee for its time and commitment to the process and search. I would also like to thank staff for their patience and participation; their full engagement in the search process was crucial. Similarly, many thanks to the Board for its continued investment in board development and strategic leadership this past year.

I also extend a sincere thank you to Blueridge Advisors LLC for its experienced and effective search, as well as its advice throughout the entire process.

Finally, I am extremely grateful to Marcia Hodges for stepping in during this past year and helping the Board lead the EDC during this crucial time of transition. With her help, the EDC's infrastructure is strong and poised to step up as the leader in the nationwide anti-displacement movement. Her contribution to sustaining the EDC and our search for our new leader has been invaluable."

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For more information on EDC's work, please visit www.evictiondefense.org.

For more information on Martina, please visit [LinkedIn](#).

For more information on this press release, please contact Eric Lifschitz, EDC Board President at 415-553-6055.