

## **Bakehouse Art Complex Board of Directors**

**Jose Felix Diaz**, Executive Vice President, Ballard Partners, is a government law attorney and consultant, who specializes in representing clients in complex matters involving federal, state, and local government approvals. With a decade of legal experience at one of Florida's top law firms, Jose has represented various individuals, nonprofit organizations, and entities throughout South Florida and beyond. He was recognized as one of the "Best of Miami's Legal Leaders for 2014" and as one of "Miami's Best Government Leaders for 2016" by Miami Today.

In 2010, Jose was elected to the Florida House of Representatives, where he dedicated himself to serving the needs of South Florida communities. As Chairman of the MiamiDade Legislative Delegation, he led the way in legislation that created \$500 million of tax relief for middle-class families and championed the largest funding of education in Florida's history. In 2013, Will Weatherford, Speaker of the Florida House, appointed Jose to represent Florida on the Board of the Southern States Energy Board, the National Council of State Legislators' Nuclear Energy Working Group, and the Standing Committee on Natural Resources and Infrastructure.

Jose also plays an active role in events and organizations that provide opportunities for abused and neglected children in Miami. He serves as a Board member for various child advocacy organizations, including Our Kids of Miami-Dade & Monroe. In 2011, Our Kids of Miami-Dade awarded Jose with the Outstanding Legislator Award, and Voices for Children awarded him with the MVP Leadership Award in 2012.

**Edouard Duval Carrié** is a contemporary artist and curator based in Miami, Florida. Born and raised in Haiti, Duval Carrié fled the regime of "Papa Doc" Duvalier as a teenager and subsequently resided in locales as diverse as Puerto Rico, New York, Montreal, Paris, and Miami.

Parallels thus emerge between the artist's cosmopolitan lifestyle and his artistic sensitivity toward the multifaceted identities that form his native Haiti. At heart, Duval Carrié is an educator: he challenges the viewer to make meaning of dense iconography derived from Caribbean history, politics, and religion. His mixed media works and installations present migrations and transformations, often human and spiritual. Recently the conceptual layering of Duval Carrié's works has been further emphasized in his materials and through consistent attention to translucent and reflective mediums, such as glitter, glass, and resin. The introspective effects of these mediums transform his works into spatial interventions that implicate the viewer in their historicity. At their most fundamental, Duval Carrié's works ask the viewer to complicate the Western Canon, to consider how Africa has shaped the Americas, and how the Caribbean has shaped the modern world.

**Brenda Freeman** has driven award-winning results over the past twenty-five years by staying at the forefront of shifting consumer behavior trends and emerging technologies. A P&L digital transformation leader versed in multichannel management, she has a passion for providing

thought leadership to early-stage start-ups and F50. She has created a professional reputation as an empathetic, passionate thought leader with a broad business network as a result of tenured public and private board director service and FTE experience with world-class companies. Most recently she held the position of Chief Executive Officer to the world's leading DTC arts and crafts manufacturing and supply company, Arteza, headquartered in North Miami, Florida. She reimagined the company's mission to disrupt the art supply industry with its direct-to-consumer model, introduced new product innovation, and strengthened online and social media presence focusing on providing superior customer experiences. In just a short year's time, she doubled the business from \$58M to \$109M, expanded sales on the Amazon marketplace, and launched sales on Wal-mart.com and Target.com. She left the company ensuring its long-term success by leading the plan for a 3-5 year digital product roadmap to build scalable community functionality for the company website, Arteza.com. Last year Arteza Inc was recognized by Inc. 5000 as the fastest growing private start-up in the state of Florida and ranked #32 of all private businesses in 2020.

Prior to Arteza, Brenda served as Chief Marketing Officer (CMO) for the Florida-based multi-billion dollar technology start-up, Magic Leap, leading the company go-to-market strategy and communications, brand development, digital marketing, and creative efforts. Previously, Brenda served as CMO for National Geographic Channels where she oversaw the channel's marketing, production, and communications functions.

Before, Freeman served as Global Head of Television Marketing for DreamWorks, where she created the DreamWorks TV Marketing Unit under Jeffrey Katzenberg. Prior to DreamWorks Animation, Freeman was Chief Marketing Officer for Turner Broadcasting, a Time Warner division, leading the Animation, Young Adults, and Kids Media Group. Before joining Turner, Freeman served as SVP of Integrated Marketing for Nickelodeon and the MTV Networks Kids and Family Group. Prior to that, Freeman served as VP of Consumer Marketing for VH1. Freeman also served as Group VP of Affiliate Marketing, Entertainment Group for MTV Networks for Spike TV, Nickelodeon, Noggin, Nick at Nite, and TV Land.

Freeman began her marketing career in the consumer packaged goods industry working for Pepsi Cola and Frito Lay in various promotional and brand management roles. She graduated undergrad as a practicing design engineer in the aerospace industry.

Brenda has consistently delivered business results for decades and has received multiple awards and recognitions, such as Top Women in Media by Cynopsis, recipient of the coveted Multichannel News Wonder Woman Award, Cable News Most Powerful Women In Entertainment, Black Enterprise Top Women in Corporate America, and recognized by American Cable Association as Top Influential Minorities in Tech, Cable and Communications. She is a member of the National Association of Corporate Directors (NACD), International Women's Forum Florida chapter (IWF), and member of the esteemed Executive Leadership Council (ELC) a professional organization for African American corporate executives.

Brenda currently serves as an independent board director for Avnet Inc. (technology and distribution), Caleres Inc. (fashion manufacturing and retail), and Blue Apron (DTC food delivery service). She is an active supporter of the arts and her beloved local Miami community serving as a board director for The Bakehouse Art Complex and an Ambassador of the Black Art Fund for the Perez Art Museum of Miami (PAMM). She also continues as a tenured advisor for the Savannah College of Art and Design (SCAD) mentoring young students of Color to actualize their career goals. She holds a B.S. in Chemical Engineering and a joint M.B.A in finance and marketing, all from the University of Maryland, College Park.

**Maurice Habif** is a Managing Director in the Miami office of JLL Capital Markets, Americas. He joined JLL as part of the HFF acquisition and has more than 13 years of experience in real estate and finance. He focuses primarily on multi-housing and land investment sales advisory throughout the southeastern United States. During the course of his career, he has been involved in more than \$5 billion in transactions.

Maurice started at HFF in November 2011. Before that, he interned at Urdang Securities Management while attending the University of Pennsylvania to receive his MBA. Prior to that, he was an analyst at Oliver Wyman (formerly Mercer Management Consulting). Maurice also interned at JPMorgan Chase & Co. as an analyst while attending Princeton University for his undergraduate degree.

**Wesley “Wes” J. Hevia** is an attorney at Akerman LLP in Miami, where he focuses his practice on land use, zoning, and real estate development matters. During his time at Akerman, Wes has conducted due diligence for a variety of significant real estate-related projects, obtained complex development entitlements at public hearings, and assisted with both pursuing and defending appeals of local government decisions before various tribunals, among other notable matters. Wes earned his Juris Doctorate, Master of Science in Real Estate, and Certificate in Environmental and Land Use Law from the University of Florida and has contributed to a number of legal publications in recent years. Prior to joining Bakehouse’s Board of Directors, Wes was pro-bono land use and zoning counsel for the organization. As a Miami native, Wes appreciates the city’s growing importance as a global, arts-focused, business-oriented destination, and is keen on meaningfully contributing to the City’s continued evolution and success through his work at Bakehouse.

**Adam Koffler** has resided in Miami since 2005. His business involvements are primarily in commercial equipment finance. Adam is owner of YES Leasing, a Florida-based company doing business nationally. He is the Board Chair of The Koffler Foundation, with the mandate of supporting The Koffler Centre of the Arts (Toronto, Canada) and other worthy causes. Adam’s philanthropy has been focused on community initiatives, as well as developing a global corps of young diplomats in over 40 countries. Adam is married to Miami native, Lisa Heiden.

**Jason Korman (Board President)** is the co-founder and CEO of gapingvoid. A serial entrepreneur, his early career was spent in the wine business. At age of 24, he created La Crema Winery from the assets of a bankrupt Sonoma County wine producer, eventually farming

nearly 200 acres of vineyard and running three different facilities in Northern California. Later, Jason went on to create Stormhoek, a South African winery that became an early case study on how to utilize social media to create a global brand. Stormhoek won an Ad Age 50, among other awards.

gapingvoid has always been about seeing the world through a unique lens that connects seemingly unrelated ideas to provide insight. The core concept informing Jason's work is the belief that business and products connect with people in complex, emotional ways. Jason employs a truly cross-functional team of creatives, consultants, writers, marketers, and psychologists. gapingvoid clients are diverse and include, among a number of start-ups AT&T, Roche, and Zappos.

**Lawrence Kline (Board Vice President)** serves as Managing Director of the Miami office of Perkins+Will, focusing on the continued growth and expansion of the firm's presence in South Florida. He has comprehensive expertise designing major municipal projects, corporate offices, and educational institutions, which have won numerous awards from the American Institute of Architects. With more than 25 years of national and international experience, Lawrence's work is well known for its ability to meet scheduling challenges and strict budgetary constraints while still maintaining a strong design aesthetic. His strong management background, innovative eye for design, and work ethic make him a valuable member of the Perkins+Will team.

**Adriene McCoy** is the Senior Vice President and Chief Human Resources Officer (CHRO) for Baptist Health South Florida. Mrs. McCoy is responsible for overseeing all of Baptist Health's Talent functions, including Workforce Development, Total Rewards, HR Operations, Talent Management and Talent Acquisition. Adriene has more than 25 years of experience in healthcare human resources management. She joined Baptist Health in 2007 as Assistant Vice President, Human Resources and was promoted to CHRO in 2014.

She completed both her undergraduate and graduate degrees at Barry University in Miami, Florida. Adriene holds a Masters' degree in Human Resources Development and a Bachelor's Degree in Business Administration and Management.

Adriene's background includes leadership roles in both for-profit and non-for-profit healthcare environments, including large hospital systems and acute and long-term care facilities. Prior to joining Baptist Health, she was Regional Director of Employee Relations at Tenet Healthcare, where she provided support to senior executives on employee relations, labor relations and workforce compliance matters. She currently sits on the Board of Advisors for Florida International University (FIU) Center for Leadership, Lotus House/Sundari Foundation Board, Children's Harbor, and she serves as the Vice-Chair for the YWCA South Florida Board. She has been honored by a several organizations for excellence in her profession:

- 2018 *Greater Miami Chamber of Commerce* – HR Ring of Honor Award
- 2018 – *International Career and Business Alliance (ICABA)* – HR Leader Award
- 2017 *HRO Today magazine* – Healthcare HR Executive of the Year

- 2016 *Legacy magazine* – South Florida’s Most Powerful and Influential Black Professionals in Business and Industry
- 2015 *South Florida Business and Wealth* – Apogee Award – Miami-Dade County Senior HR Executive
- 2015 *Greater Miami Chamber of Commerce* – Executive Leadership Excellence award for HR

Ms. McCoy lives in Miramar with her husband and two sons.

**Claudio Riedi** is a founding shareholder of Lehtinen Schultz Riedi Catalano De la Fuente. His practice focuses on commercial litigation, administrative proceedings, international transactions, and litigation, and appellate law.

**Lia Yaffar-Pena (Board Treasurer)** is an independent consultant in the areas of Strategic Thought Partnership and Execution. She is an entrepreneurial-minded, self-motivated, multilingual/cultural, strategic thinker and problem solver, focused on innovating and improving processes by thinking critically, strategically, and creatively.

Yaffar-Pena’s experience spans over 25 years in the area of Financial Services, including positions of various levels of responsibility in the retail and private banking, brokerage, and investment advisor platforms including HSBC Securities, Espirito Santo Bank, and Charles Schwab. The positions she has held include responsibility for leading sales teams, managing P&L, as well as strategy design and implementation of products platforms, pricing, and execution. She has served on the Board of Directors of a Florida Chartered bank, Broker/dealer, and Investment Advisor. She currently serves as Director on the Board of the Salvadoran American Humanitarian Foundation (SAHF), a Florida non-profit organization whose mission is to help the underserved in El Salvador through human development programs.

Yaffar-Pena received a Bachelor in Business Administration degree in Finance from the University of Miami and a MBA from George Washington University. She is a native speaker/writer in English and Spanish, fluent in French, and has working knowledge of Portuguese. She holds several FINRA Investments licenses as well as Agent Insurance License.