Michael Puchalla BIO

Michael Puchalla serves as the CEO/Executive Director of The Housing Alliance, Inc., which is affiliated with the Housing Development Corporation of SW Florida, Inc., d/b/a HELP and the Collier County Community Land Trust, Inc (CCCLT). These 3 affiliated entities create a holistic approach to solving housing affordability challenges in our community. In his role, Mr. Puchalla continues to serve as the Executive Director of both HELP and the CCCLT. Mr. Puchalla joined HELP, which is a HUD-approved, non-profit counseling agency, in January 2009. He assumed the role of Executive Director in July of 2013. In 2020, HELP launched the CCCLT. Prior to joining HELP, Mr. Puchalla held Florida licenses in Real Estate, Property and Casualty Insurance, and Life, Health, and Variable Annuities insurance. He obtained his Florida Mortgage Broker's license in 2002, and maintains an active Florida Mortgage Loan Originator's License. Mr. Puchalla worked in mortgage lending from 2002 until 2009, with an emphasis on working with first-time buyers. He is a graduate of the University of Wisconsin – Eau Claire, with an undergraduate degree in Management – Entrepreneurship. Mr. Puchalla has served on many local boards and committees, including the Collier County Continuum of Care, Age Friendly Collier, Collier Coalition for Healthy Minds, and Emmanuel Communities, Inc.