

## **Habitat for Humanity Seminole-Apopka Welcomes New Leadership to Accelerate Mission in Central Florida**

*Rounds Out C-Suite with Lisa Junkerman and Ed Schrank, Chief Growth and Construction Officers*

**ALTAMONTE SPRINGS, FL – January 22, 2026 –** [Habitat for Humanity Seminole–Apopka](#) announced today an expanded leadership team with the appointment of Ed Schrank as Chief Construction Officer and Lisa Junkerman as Chief Growth Officer. The additions will support and accelerate the affiliate's continued growth and mission to increase affordable housing access in Central Florida.

Schrank brings over 45 years of experience in commercial and residential construction, real estate development, and project management, along with significant work in the non-profit sector. His career spans executive and consulting roles on complex, large-scale projects in the hospitality, residential, and mixed-use sectors, including work with Disney, Marriott, Hilton, Waldorf Astoria, and serving as project director for a private destination island developed for MSC Cruise Lines. Schrank also was a Chairman at Big Brothers Big Sisters of Central Florida, and a board member and president of Second Harvest Food Bank.



Ed Schrank

As Chief Construction Officer, Schrank will lead Habitat Seminole-Apopka's construction and development strategy, with a focus on increasing annual home production, strengthening development operations, and advancing innovative, cost-effective housing solutions. His work will include exploring new design approaches and smarter construction methods that balance affordability, quality, and long-term sustainability.

"It has been a long and rewarding career in the construction and non-profit sectors, but my most exciting work lies ahead," Schrank said. "I am excited to devote my time to making homeownership a reality for hardworking Central Florida families. Habitat's mission is deeply meaningful to me, and I believe that by forming strong partnerships, and embracing innovation, we can significantly expand our impact."

Lisa Junkerman is a recognized marketing thought leader, strategist and practitioner who brings 30 years of experience in growth strategy, market development, and brand building. Junkerman has driven organizational expansion for Fortune 250 companies such as Motorola and Progress Energy (now Duke Energy) and served in marketing leadership roles for international theme park developer, ITEC Entertainment, a TAIT Company, as well as in nonprofits such as Rollins College. She also has extensive experience in digital marketing, public relations, brand engagement, and partnership development.



Lisa Junkerman

The background positions Junkerman as a dynamic, forward-thinking leader who will support and accelerate Habitat for Humanity's mission and goals. She is responsible for driving growth strategies, and leading all facets of marketing, communications, web, digital, and market development.

"Habitat's mission brings together people, purpose, and possibility," Junkerman said. "I'm honored to help advance that mission by building partnerships and strategies that support sustainable growth and expand access to affordable homeownership throughout our community."

Schrank and Junkerman will report to the organization's CEO, Penny Seater to align construction, growth, and marketing as the organization scales its work across Central Florida and the surrounding communities.

"These leadership additions reflect our commitment to thoughtful growth and long-term impact," said Penny Seater, CEO of Habitat for Humanity Seminole Apopka. "Ed's depth of construction and development expertise, combined with Lisa's leadership in growth and communications, position our organization to build more homes, strengthen partnerships, and better serve families who are working toward safe, stable, and affordable homeownership."

#### **ABOUT HABITAT FOR HUMANITY SEMINOLE-APOPKA**

Habitat Seminole-Apopka has been building brighter futures and stronger communities in Central Florida for over three decades. Through financial support, volunteer participation, and business partnerships, Habitat constructs and develops affordable homes that are sold to families with low-to-moderate incomes at no profit, financed with modest mortgages. Homebuyers invest in their futures by completing financial education and helping to build their own homes as well as those of other families through earned "sweat equity" hours. Learn more at: [habitatseminoleapopka.org](http://habitatseminoleapopka.org)

# # #

#### **MEDIA CONTACT**

**Lisa Junkerman**

[ljunkerman@habitat-sa.org](mailto:ljunkerman@habitat-sa.org)

407-252-3983