

Annie Wilson

Chief Executive Officer

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About

Annie Wilson is the Chief Executive Officer of Kāinga Maha, a for-purpose residential development company specialising in affordable housing delivery in Aotearoa New Zealand. She has over 20 years' experience in the construction and development sector, working across complex brownfield, mixed-use and regeneration projects in both the UK and New Zealand, with a consistent focus on creating housing that delivers strong commercial outcomes alongside lasting social and environmental value.

Annie joined Kāinga Maha establishing it from the ground up, building its strategy, culture, pipeline and partnerships. She leads the organisation's relationships with community housing providers, mission-aligned landowners, local authorities and private sector partners, and is responsible for overall commercial performance and social impact delivery.

She has extensive experience in land acquisition, development feasibility analysis, financial appraisals and due diligence for residential-led developments. Annie regularly negotiates development agreements and partnership structures, prepares board reports and business cases, and presents to key stakeholders, including local authorities, community groups and at governance meetings.

A recognised voice in the New Zealand housing and urban development sector, Annie serves as a Board Member of UDINZ (Urban Development Institute of New Zealand) and is a regular speaker at national sector events - sharing best practice, challenging system-level barriers and advocating for policy and settings that will unlock affordable housing supply at scale.

Qualifications / Professional Memberships:

- Master of Business Administration (Public Services), University of Birmingham — 2005–2009
- Post Experience Diploma in Housing Studies, De Montfort University — 2004–2005
- LLB (Hons) Law with German, De Montfort University — 2000–2004
- Member of Institute of Directors

KĀINGA MAHA

Key Clients

- Kāinga Ora – Homes and Communities
- Dwell Housing Trust
- South Waikato District Council
- Habitat For Humanity Northern
- The Salvation Army Social Housing
- CORT
- Te Hui Amorangi ki te Tai Tokerau Trust Board
- Toa Developments
- The Riverside Group
- Tū Mai Rā Investments
- Berkeley Group
- Catalyst Housing Group
- Regent Argent
- Places For People Limited
- Battersea Power Station Development Company
- London Borough of Wandsworth
- London Borough of Hounslow

Key Projects

- Te Pākau Maru, New Brighton New Zealand (63 homes) – Kāinga Maha
- Oversight of mixed-tenure residential development programme (1,200+ homes) – bpha Ltd
- Battersea Power Station, London (4,000 homes) – Quod Ltd
- King's Cross, London (1,750 homes) – Quod Limited
- London Dock, Wapping, London (2,000 homes) – Quod Limited
- Gilston Estate, East Hertfordshire (10,000) – Quod Limited
- Affordable housing development programme delivery across the borough – London Borough of Wandsworth
- Various residential new build and refurbishment developments across Leicestershire – The Riverside Group
- Merseyside Housing Market Renewal Project – The Riverside Group

Key Experience

Chief Executive Officer

Kāinga Maha

Annie has led Kāinga Maha with a clear purpose, to bring forward mixed tenure housing projects across Aotearoa. As CEO, she has built the organisation from the ground up, establishing its vision, operating model, development pipeline and stakeholder partnerships. She leads all strategic, commercial and operational functions, working in close partnership with the wider Home Foundation Group, mission-aligned partners, community housing providers, local authorities, iwi and private sector developers and funding and financier partners.

National Business Development Manager

Mike Greer Commercial

Prior to joining Kāinga Maha, Annie held a national business development role at Mike Greer Commercial, responsible for relationship management and new business generation targeting Kāinga Ora and community housing providers across New Zealand. This role gave Annie an in-depth understanding of the New Zealand construction and affordable housing market, the needs of public sector clients and the opportunities and constraints facing developers and contractors – directly informing the establishment and strategy of Kāinga Maha.

Affordable Housing Development Pipeline

Sage Housing Ltd (Blackstone)

Annie led the affordable and social housing development acquisitions strategy across London, the Northern Home Counties and the West Midlands, securing a development pipeline of over 1,300 affordable homes. She managed the team overseeing site due diligence, financial appraisals, negotiations and investment approvals while building relationships with public and private development partners. She also championed the integration of sustainability KPIs into the organisation's investment strategy.

Regional Development Pipeline

bpha Ltd

As Regional Development Director, Annie was responsible for sourcing and securing development opportunities across the west region of England, establishing strategic partnerships and delivering a future pipeline of over 1,200 residential homes. She provided strategic advice to the Executive team to support the organisation's long-term growth strategy and was part of the management team establishing the organisation's values, purpose and business direction.

Affordable Housing Development Strategy

Quod Ltd

Annie provided specialist development advice on affordable housing strategy, delivery, development feasibility and housing needs assessments. Her work included analysing housing markets and socio-economic indicators to support planning applications and estate regeneration strategies.

Affordable Housing Delivery Programme

London Borough of Wandsworth

Annie worked with planning teams, housing providers and developers to secure the London borough's affordable housing pipeline through negotiation of planning applications and partnerships. She supported delivery of short, medium and long-term development opportunities aligned with wider regeneration priorities, developing housing policies that enabled and increased the supply of affordable housing across the borough aligned to need.

Residential Development Manager

The Riverside Group

Annie delivered residential new build and refurbishment projects from site acquisition through to practical completion. Her role included preparing business cases, securing Crown funding, appointing multi-disciplinary consultant teams and managing project delivery to ensure new homes were delivered to required standards, on time and budget.