

Charly Hubenak Weldon, MBA



For the last 20 years, Charly Weldon has been an innovative change-driver for Houston's most impactful nonprofits and programs that support homeless and at-risk populations. She is recognized as a leader whose passion to serve empowers and motivates organizational teams, board members, and community members alike. With a unique combination of business acumen and mission-focus, Charly maximizes an organization's impact by developing efficient and effective business functions, public programs, and internal processes.

While CEO of Family Houston, Charly directed operations and finance strategies for a team of 65 who delivered critical resources and services to empower, support, and stabilize Houston families. While there, she effectively transformed organizational performance by implementing programs and strategies based on well-defined values, vision, and mission. Her efforts aligned activities across the full range of business functions and service programs while simultaneously revitalizing board engagement, laying a strong foundation for future growth. She also led the pivot to remote services during and after the COVID pandemic, ensuring continuity of service and care during a time of unprecedented need.

Charly has also supported the Houston communities as Development Director then Executive Director at The Beacon, a homeless center located in the heart of downtown. During that time, Charly positioned the organization as an influential community partner and essential service provider delivering services such as legal aid, counseling, and housing case management. Her innovative approaches to programs, fundraising, and community collaboration resulted in exponential program capacity and revenue growth. It was also under her leadership that the organization partnered with government leaders to launch the ground-breaking The Way Home Initiative focused on eliminating homelessness within the Houston metro area.

Charly holds a Master of Business Administration degree from East Texas A&M University, and a Bachelor of Business Administration degree from the University of Houston, Downtown. She is currently Vice Chair of the Board of The Arbor School, as well as serving on various other boards and committees for organizations such as the Network of Behavioral Health Professionals, Houston Coalition for the Homeless Continuum of Care, and Community Based Care Collaborative. A respected community member, Charly has received multiple awards from the Houston Business Journal, including "Women Who Mean Business" and "Most Admired CEO." Charly is also an avid runner and has completed 18 full marathons and several dozen half marathons. She enjoys traveling with her husband Bert, spending time at their lake house, and hiking with their dogs, Brutus and Humphrey.