

2025 Board of Director Elections

Brian Freedman



Brian D. Freedman began his tenure as president of the Bay Area Houston Economic Partnership (BAHEP) on January 1, 2023, after serving as president-elect since August 2022. In this role, Freedman leads regional economic development efforts, advocates for key priorities, and works closely with a membership base of over 290 companies, local governments, and educational institutions across 18 cities and two counties.

Before joining BAHEP, Freedman held leadership positions with The Boeing Company and NASA's Johnson Space Center (JSC) in Houston, Texas. At Boeing, he managed state and local government relations, provided strategic legislative counsel, and coordinated outreach with government officials, business organizations, and supplier networks across Texas and Colorado. At NASA JSC, he oversaw legislative affairs, fostering communication and relationships between NASA and U.S. Congress, state and local governments, and space industry groups.

Freedman's commitment to the community is evident in his service with various organizations. He is a past chairman and current board member of the Clear Lake Area Chamber of Commerce and serves as vice chair for Wellby Financial.

Freedman holds a bachelor's degree in management from Mississippi State University, an MBA with a graduate certificate in finance from Colorado State University, and an executive certificate in strategy and innovation from MIT.

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Natalie Saiz



Natalie Saiz is currently serving on the Wellby Board of Directors. She brings a member-focused perspective and advocacy to the Board. Her skills in executive leadership, change management, employee engagement, and building collaborative relationships have been invaluable throughout Wellby's transformational and strategic growth over the last several years. Natalie also served on the Board of Directors' Executive Committee as Vice-Chair (2020-2022) and Secretary (2019-2020) and is currently a key contributor on the Wellby Governance Committee.

Natalie Saiz recently retired from a 35-year career at NASA-Johnson Space Center including 16 years in Senior Executive Service. Natalie served as HR Director for 11 years during a time of significant change at the Center. During her last 5 years at NASA, Natalie was a key advisor to Center and Agency leadership for organizational change initiatives.

Natalie also served as Vice-Chair and Chair of the Federal Executive Board for several years, bringing together Houston's federal and state government to work on shared objectives. Post retirement, she continued this relationship by delivering leadership development courses for future government leaders.

Natalie is one of 22 women included in "Making Space for Women," a book dedicated to women pathfinders at NASA Johnson Space Center. While at NASA, she was the recipient of NASA's Exceptional Service Medal, NASA's Outstanding Leadership Medal, and was included in the Honor Roll of HR Executive of the Year for the publication HR Executive.

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Portia S. Keyes



Portia S. Keyes is a Procurement Manager at NASA Johnson Space Center. She joined the Wellby Board of Directors in 2021 and currently serves as the Board Secretary. She is also a member of the Compensation Committee. Since joining the Board, Portia has chaired the Nominations Committee and participated on the CEO Search Committee.

In her role, Portia is responsible for overseeing the implementation, procurement, administration, and close-out processes for an elaborate portfolio of major service, research and development, spaceflight hardware, and specialized engineering contracts in support of NASA's International Space Station and Commercial Low-Earth Orbit Development programs exceeding \$26 billion in total value.

Originally from the Netherlands, Portia received her BA in Economics from North Carolina State University and her MBA from the University of Houston, obtaining certifications in Leadership and Global Management. She is also Federal Acquisition Certification in Contracting (FAC-C) Level 3 certified.

When she is not working, you will find Portia exploring parks with her French Bulldog, practicing yoga, or serving her community through her involvement with various local organizations.
