

Jennifer Deason

CEO, Home Partners of America

Jennifer Deason has spent the past 25 years pursuing her passion for driving innovation with high performance diverse teams. She is currently the CEO of Home Partners of America (Blackstone portfolio company), which owns 28K single family homes across 80 markets. She is an executive who has held various C-Suite roles including CEO, President, Head of Strategy & Business Development and CFO. Jennifer loves driving innovation by building out partnerships, infrastructure and processes and harnessing data/insights in established multinational and emerging businesses. Prior to Home Partners, Jennifer was the Chair and CEO of Belong Capital, where she focused on buying a technology enabled business (digital media, ecommerce, SaaS or consumer technology). Prior to founding Belong, she was the Co-Founder of Flowcode, a direct technology platform, with the former CEO of AOL (Tim Armstrong) as the Chief Business and Financial Officer. She focused on Sotheby's digital transformation as the Global Head of Strategy & Business Development and was the CFO of the Weather Company. At the Weather Company, she was a part of the leadership team that pivoted the business towards digital data and SaaS business lines and eventually sold the business to IBM. She focused on growth, operational efficiencies and international expansion when at Bain Capital (as an operating executive), McKinsey, World Bank and eBay. Jennifer has an M.B.A. from Stanford and a B.A. from Yale University. She currently sits on the Boards of Concentrix (NYSE: CNXC), Mastercraft (NASDAQ: MCFT), MASSMoCA and Cooper Hewitt Design Museum and lives in Chicago with her husband and two children.