



Jen Wilds Promoted to Chief Financial Officer & Chief Operating Officer at Habitat for Humanity Greater San Francisco

Veteran financial leader to oversee finance and operations for Habitat's affordable homeownership mission in the Bay Area

SAN FRANCISCO, Calif, (October 21, 2025) - [Habitat for Humanity Greater San Francisco](#) (Habitat Greater San Francisco) has announced the promotion of Jen Wilds to the role of Chief Financial Officer & Chief Operating Officer (CFO/COO). In this expanded position, Wilds will oversee the organization's finance, operations, and strategic planning functions to advance Habitat's work creating and preserving affordable homeownership opportunities across Marin, San Francisco and San Mateo counties.

Wilds brings more than two decades of finance and operations experience to the role. Her leadership will be critical as the organization continues to broaden its impact in one of the nation's most expensive housing markets.

"Jen has been an invaluable leader at Habitat Greater San Francisco, and I'm thrilled to see her step into this expanded role," said Maureen Sedonaen, CEO of Habitat Greater San Francisco. "Her strategic insight, operational excellence, and deep commitment to our mission will help us continue building the financial and organizational strength needed to deliver affordable homeownership at scale. Jen truly embodies the values of partnership, accountability, and hope that define Habitat's work."

Wilds steps into the new role at a pivotal time, as the Bay Area faces an unprecedented shortage of affordable homes and the cost of new construction continues to skyrocket. With the [average median home price across Marin, San Francisco and San Mateo counties topping \\$2.1 million and rising](#), many working families are increasingly priced out of homeownership and the stability it provides.

"I'm honored to continue serving this incredible organization in a broader capacity," said Wilds. "I believe deeply in Habitat's mission of helping local families build strength, stability, and self-reliance through homeownership. I'm inspired every day by our team, our volunteers, and the families we partner with, and I look forward to helping expand our impact across the Bay Area."

Wilds has served as Habitat Greater San Francisco's CFO since 2016. Prior to joining the organization, she was Vice President of Finance for HotelTonight, overseeing finance, accounting, and IT. Previously, she was Senior Vice President of Finance at CBS Interactive, where she led forecasting, budgeting, and pricing across more than 35 online brands. She also served as Vice President for Financial Planning & Business Development at CNET and was an analyst at Capital One Financial Corporation. Wilds served on the Board of Directors of Habitat Greater San Francisco from 2007 to 2013.



Wilds holds an S.B. in Mechanical Engineering from Harvard College and an M.B.A. from the Stanford Graduate School of Business.

About Habitat for Humanity Greater San Francisco

Habitat for Humanity Greater San Francisco (Habitat Greater San Francisco) builds homes and community in partnership with thousands of annual volunteers, working families, donors, civic leaders and other engaged community members in Marin, San Francisco and San Mateo counties. The work supporters help us do provides a critical path to financial security for families who live and work here and strengthens neighborhoods across the Bay Area. Habitat Greater San Francisco has built more than 280 affordable homes in the Bay Area. More information can be found at www.habitatgsf.org.

Media Contact: Jennifer Hayes

Phone: 510-325-5622

Email: jhayes@habitatgsf.org

####