



Habitat for Humanity Greater San Francisco Welcomes Jen Wilds as President and CEO

Longtime Habitat leader takes the helm with a focus on expanding affordable homeownership and advancing the organization's most ambitious project pipelines to date

SAN FRANCISCO, CALIF. (October 1, 2026) - Jen Wilds today officially assumes the role of President and Chief Executive Officer of [Habitat for Humanity Greater San Francisco](#) (Habitat Greater San Francisco), leading the organization's work to expand and preserve affordable homeownership across Marin, San Francisco and San Mateo counties.

Wilds brings a deep understanding of both the organization and the complex work required to deliver affordable homeownership projects in one of the most expensive housing markets in the nation. Over nearly two decades with Habitat Greater San Francisco, she has held leadership roles across finance, operations, strategic planning, real estate development and homeowner and community engagement. That breadth of experience has given Wilds firsthand knowledge of Habitat projects from their earliest planning stages through development, sale and the moment families receive the keys to their homes.

"Jen understands this organization and the communities we serve from nearly every angle," said Brandon Brown, Chair of the Habitat Greater San Francisco Board of Directors. "She has been deeply involved in shaping the strategy and understands what it takes to move complex affordable homeownership projects from vision to reality. At a time when the need for affordable homeownership continues to grow, her institutional knowledge, thoughtful leadership and determination will be invaluable. The Board is thrilled to have Jen leading Habitat Greater San Francisco into its next chapter."

Wilds takes the helm as housing affordability continues to be a major challenge for families in the Bay Area. With the [average median home price across Marin, San Francisco and San Mateo counties hovering above \\$1.9 million](#), the path to homeownership has become increasingly out of reach.

Under Wilds' leadership, Habitat Greater San Francisco will build on its current momentum, with more than 100 new homes in its development pipeline and dozens of critical home repairs planned. That pipeline includes Redwood Boulevard in Novato, a community of 50 permanently affordable single-family homes for more than 200 low-income residents. When completed, it will be the largest affordable homeownership development in Habitat Greater San Francisco's 37-year history.

"Habitat has tremendous momentum, and I'm excited about what we can accomplish from here," said Wilds. "Our goal is simple: we want more families to have the opportunity to own a stable, affordable home. That means driving ambitious projects forward, continuing to grow our preservation work and finding creative ways to open more doors to homeownership across



the region. Every home we build brings another family closer to the stability and possibility that comes with having a place of their own.”

Wilds has a deeply personal connection to that mission. She first volunteered with a Habitat affiliate nearly 30 years ago and has long viewed housing as foundational to family stability. She joined Habitat Greater San Francisco as a Board member in 2007 and officially joined the staff in 2016. She has served as CFO since October 2016 and CFO/COO since October 2025, overseeing finance, operations and strategic planning.

Prior to joining Habitat Greater San Francisco, Wilds served as Vice President of Finance at Hotel Tonight and held senior finance and business-planning roles at CBS Interactive and CNET. She began her career as an analyst at Capital One Financial Corporation. 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 and preserved more than 560 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

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