

JESSE BEASON

PROUD GROUND
Executive director

Age: 30

Hometown: Littleton, Colo.

What does your organization do? Proud Ground is a nonprofit that helps low- and moderate-income, working families buy their first home. And our homes stay affordable at resale so future generations have the same opportunity.

What led to your present career? A series of fortunate circumstances and opportunities for which I'm ever grateful.

Most significant issue you face: We're a nonprofit, so of course it's funding! Beyond the obvious, Proud Ground is not your typical housing organization, so we work continuously to improve how we tell our story so more folks understand the value of what we do and how we do it.

Hot topic in your field: The significant underrepresentation of families of color in homeownership, at every income level.

How do you relax? Recently, I've rediscovered that exercise really does all those things they say it does. Happy hour doesn't hurt, either.

Charitable or political cause: I support the unique model of Proud Ground because I believe homeownership transforms lives. It is an honor to be a part of helping build a foundation for families in today's market, while doing the same for our grandchildren and great-grandchildren in tomorrow's market. Beyond supporting the work I do and love, I strongly support organizations that promote equity, and I also support the arts.

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Favorite book from the past 12 months: "Extremely Loud and Incredibly Close" by Jonathan Safran Foer.

Music most recently purchased: Aloe Blacc's "Good Things"

Favorite local restaurant: Savoy Tavern & Bistro

Favorite travel destination: Anywhere sunny

Personal trivia: I'm a sucker for a karaoke mic.

