



BIOGRAPHY

JEFF HOUSENBOLD

Guest Shark on ABC's "Shark Tank"

Jeff Housenbold is the chief executive officer of Beast Industries, the global entertainment company behind MrBeast's record-breaking content, viral stunts, consumer products and large-scale philanthropic work. Since June 2024, MrBeast has held the title of the most-subscribed YouTube channel in the world, now reaching over 500 million subscribers and generating 6 billion impressions per month. Under Housenbold's leadership, Beast Industries has expanded into new territory with the Amazon Prime Video hit "Beast Games," the rapid growth of Feastables, the acquisition of fintech platform Step, and a global charitable arm through Beast Philanthropy.

A seasoned executive with more than 30 years of leadership experience, Housenbold is known for scaling high-growth companies and building lasting brands at the intersection of media, technology and consumer products. He has successfully led multiple businesses through IPOs, secured institutional capital, and executed over a dozen strategic acquisitions.

Prior to Beast Industries, Housenbold was CEO of e-commerce company Shutterfly, where he raised capital from leading venture capitalists, conducted a successful IPO in 2006, and acquired 17 companies, transforming Shutterfly into the fifth-largest standalone e-commerce company in the United States. Following his success at Shutterfly, Housenbold became managing partner at SoftBank Investment Advisers, helping manage and lead the firm's \$100 billion Vision Fund. Some of his investments include DoorDash, Rappi, Compass, Katerra, Opendoor, Memphis Meats, Plenty, GetYourGuide, Clutter and Globality.

Housenbold earned his MBA from Harvard Business School, where he was a Dean's Fellow, and holds dual undergraduate degrees in business administration and economics from Carnegie Mellon University, where he graduated with high honors as an Andrew Carnegie Presidential Scholar. He currently serves on Carnegie Mellon's Board of Trustees.

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