

Jenny Just

Jenny Just is the Co-Founder and Managing Partner of PEAK6. Jenny co-founded PEAK6 in 1997 with \$1.5M in seed capital as a proprietary options trading firm and since then has grown it into a multibillion-dollar financial services and technology giant housing the next generation of products & service brands including PEAK6 Capital Management, PEAK6 Strategic Capital, Apex Fintech Solutions, PEAK6 InsurTech, Evil Geniuses, and Zogo. From the days of cutting her teeth on the trading floor in Chicago to now running a multi-billion-dollar firm, she has started and/or turned around more than fifteen companies. With a true knack for unearthing talent and opportunities, Jenny looks for underfunded and underappreciated sectors to transform into high-growth businesses. Her passion specifically lies in finding opportunities for women to succeed at every table — from the classroom, to the conference room, to the poker room, to the boardroom. This passion led her to launch Poker Power in 2020 with her daughter Juliette, a woman-led company that teaches poker to all who identify as female, and by extension, teaches women strategic thinking, capital allocation, and decision-making skills. Additionally, Jenny has created programs to help women advance their careers including the Women's Trading Experience and Women's Technology Experience. She currently serves on the Women and Public Policy Board at the Harvard Kennedy School. Jenny has earned a number of accolades, including being named to Forbes' list of America's Richest Self-Made Women, Forbes 50 over 50, and Worth's Groundbreaking Women. She was also the recipient of the Women's Poker Association's Industry Innovation Recognition Award and received a Tony Award for her involvement in Memphis the Musical.