

**Shir Magen**  
**CEO of HomeStars**



Shir Magen is the CEO of HomeStars. She is an accomplished executive with deep expertise in customer acquisition, scalable growth and retention strategies in technology companies both in Canada and abroad. She holds an MBA degree with a Bachelors in Interior Design. Before joining HomeStars, Shir worked as the Senior Director of Sales and Marketing at Wave and as the Director of Offering & Product Marketing at the Matomy Media Group.

Her journey with HomeStars began in 2018 when she joined as Vice President of Marketing. In her next role as SVP Product and Marketing, the strategic repositioning of HomeStars from a one-sided directory business to a two-sided digital marketplace is being executed and will unlock scalable and profitable revenue growth nationally. In 2020, she was promoted to CEO. Under her leadership, HomeStars embarked on a significant growth phase with investment and support of the Angi and IAC groups that HomeStars is part of. Since Shir's tenure as CEO, HomeStars has been recognized by Great Place to Work three times in the following categories: Best Workplaces, Best Workplaces for Inclusion, and Best Workplaces Managed by Women.

Shir is a results-driven motivational leader with a strong work ethic and a deep belief that all great accomplishments are made in teams. When not busy executing the expansion of HomeStars, Shir can be found working on her own home renovations with her husband or playing with her two adorable children.