



Nichole B. Pechet

Board Member

Nichole (Nikki) Pechet has been a member of the Thrivent Board of Directors since 2018 and serves on the Investment and Strategy committees.

As an entrepreneur and business leader, her unique perspective helps guide Thrivent in its transformation to help people achieve financial clarity, enabling more meaningful and grateful lives.

Pechet is the CEO of Homebound, a venture-backed company creating a better way to build homes with the help of technology. She also is an investor in a range of early-stage technology companies. Before Homebound, Pechet was the vice president of marketing and a core member of the executive team at Thumbtack, a growth-stage technology “unicorn” and the fastest growing company in the \$700 billion U.S. local services market. At Thumbtack, she oversaw both growth and experience teams for millions of customers and professionals, as well as communications/public relations, brand, content and the Thumbtack Creative Studio. Earlier in her career, Pechet was a principal at Bain & Company, leading growth strategy for dozens of Fortune 500 consumer, tech, retail and restaurant companies. At Bain, her expertise included consumer segmentation, white space mapping/growth strategy, channel/distribution strategy, pricing/promotional ROI, sales force effectiveness and innovation strategy.

Pechet earned a bachelor’s in business administration from the University of Michigan and a Master of Business Administration from Harvard Business School.

Born and raised in the Midwest, she and her family make their home in San Francisco, California.

About Thrivent

For over 100 years, Thrivent has been helping people build their financial futures and live more generous lives. Today, it’s a Fortune 500 diversified financial services organization committed to providing advice, investments, insurance, banking and generosity programs and solutions to help people make the most of all they’ve been given.

For the last decade, Thrivent has been named one of the World’s Most Ethical Companies® by the Ethisphere Institute. As of Dec. 31, 2020, Thrivent had \$162 billion in assets under management and advisement.