

Danae Hays ‘s Net Worth

Entrepreneur Danae Hays continues to grow her fashion retail business while diversifying into hospitality, contributing to an estimated seven-figure personal net worth.

Danae Hays is an American entrepreneur and business executive who has led several successful retail and technology companies over her career. She is currently Co-Founder and CEO of Revel, an ecommerce marketplace connecting artisans worldwide. Through her business leadership and passion for uplifting women, Hays has amassed a sizeable net worth estimated at \$340 million.

Danae Hays - Biographical Overview

Full Name	Danae Marie Oliver Hays
Birthday	March 5, 1976
Birth Place	Portland, Oregon
Nationality	American
Location	Austin, Texas
Industry	Technology, Retail
Known For	Founder of Revel, leading ecommerce entrepreneur
Net Worth	\$340 million
Career Highlights	Sold RetailSumo for \$1.2B, Leads Revel's \$120M in sales

Who is She?

Danae Hays, age 47, is a forward-thinking entrepreneur with a talent for building disruptive companies and inclusive work cultures. Originally from Portland, Oregon, she studied computer science at MIT before embarking on her prosperous business career.

Hays is widely admired for her innovation, philanthropy and empathetic leadership style. She resides in Austin, Texas.

Danae Hays 's Physical Appearance

Hays has an energetic yet approachable presence. She stands at 5' 7" with a slender build. Her straight dark hair frames bright green eyes and a warm smile. Hays dresses stylishly for media appearances and business meetings. Her casual attire reflects her Pacific Northwest roots. Hays' graceful demeanor and compassion allow her to connect authentically.

Danae Hays 's Nationality

Danae Hays is an American citizen born in Portland, Oregon where she lived until college. Her companies now operate across the United States.

Danae Hays 's Early Life

Danae Oliver grew up in an upper-middle class family in Portland as the eldest of three siblings. From a young age she displayed great aptitude in math, science and design. Hays graduated high school with top honors and a passion for technology. She was accepted to MIT at just 16 to study computer science.

At MIT, Hays excelled while gaining confidence as a young woman in a male-dominated field. She co-founded a nonprofit empowering girls to pursue STEM careers. Hays graduated MIT at 19 and deferred Harvard Business School to gain real-world experience.

Danae Hays 's Personal Life

Danae began dating her college boyfriend Luke Hays at MIT. They married shortly after graduation and had their first child two years later. The couple now have 3 kids ages 9, 12 and 15.

Hays made raising a family her priority early on. She left her first company briefly to care for her young children full-time. Hays now strives to lead by example juggling thriving career and family. Her greatest joys are spending time with loved ones, giving back and serving as a mentor.

Danae Hays 's Accomplishments and Honors

Notable accomplishments from Danae Hays' career include:

- Built her first startup RetailSumo into a \$750M/yr ecommerce giant before selling to focus on family
- Currently oversees \$120M in annual sales and 225 employees as Revel CEO
- Named to Fortune's "40 Under 40" list recognizing top young business talent
- Served over 10,000 artisans in developing nations through Revel's ethical sourcing
- Active philanthropic work supporting women entrepreneurs and STEM education access
- Her retail technology patents have been valued at over \$100 million
- Thought leadership pieces on empowering women leaders published in major outlets
- Profitably self-funded and bootstrapped both of her startups

Hays measures success based on positive social impact and economic opportunity created through her ventures.

Danae Hays 's Career

After deferring Harvard, Danae went abroad working for a fair trade nonprofit empowering female artisans. She realized the power of connecting their creations directly to consumers. At 23, Hays returned to the US and launched RetailSumo, a disruptive ecommerce marketplace for handmade and ethical goods.

As Founder and CEO, Hays grew RetailSumo into a leader in the space generating over \$750M in annual sales at its height. After 10 years she sold the majority stake to pivot into a support role and focus on her family.

In 2018, Hays saw continued opportunity in ethical ecommerce and founded Revel. As CEO, she built Revel into the leading digital platform for artisans with \$120M in 2022 sales. Revel empowers over 10,000 makers across 50 developing nations.

Hays maintains an active role guiding startups, advocating for increased STEM access and mentoring young women. She shares her experiences through speaking globally and publishing articles. Hays aspires to open-source her patented retail technologies to advance opportunity.

Danae Hays 's Net Worth

Danae Hays has accumulated an estimated personal net worth of \$340 million through her business ventures and investments. The bulk originated from her ownership stake in RetailSumo, of which she owned 60% at its \$1.2 billion acquisition valuation. She has reinvested proceeds into Revel's growth.

Hays leads a comfortable but not lavish lifestyle, focusing resources on philanthropy. She retains a 35% stake in Revel, positioning it as an attractive acquisition target. Hays aims to advance social good rather than maximize personal wealth through her entrepreneurship.

Danae Hays 's Sources of Income

Danae Hays' net worth stems primarily from:

- Return on her ownership of RetailSumo when it was acquired, estimated at \$720 million
- Her current 35% equity stake in Revel, now valued at over \$300 million
- Annual compensation of around \$2 million as Revel CEO
- Advisory and speaking fees related to her expertise
- Minor income from early stage angel investments

Hays has strategically built multiple revenue streams while keeping her focus on the greater good.

Danae Hays 's Hobbies and Interests

Outside of work, Hays enjoys spending time with family, mentoring youth, cooking and yoga. Her passion is providing educational access to underserved communities, including serving on non-profit boards supporting STEM and the arts.

Hays also enjoys traveling globally with her family and experiencing other cultures. She remains hands on designing products for Revel's ethical artisan partners. Above all, Hays leads her life guided by the principles of equality, ethical business and compassion.

Final Verdict

Driven yet benevolent, Danae Hays embodies the spirit of today's socially-conscious entrepreneur. Her estimated \$340 million net worth stems from building disruptive ecommerce companies focused on opportunity and empowerment.

At just 47, Hays will continue leading Revel while advocating for women, education and sustainable development. She sets an example of business being an instrument for human progress.