

Deidre DeJear

Deidre DeJear is an entrepreneur, voting advocate, and social activist with over 10 years of experience assisting small businesses and community organizations. DeJear is the founder of Caleo Enterprises, which has provided hundreds of entrepreneurs and nonprofit organizations with affordable marketing tools and business strategies. In 2018 DeJear became the first African American to be nominated by a major party in a statewide election in Iowa and earned over a half a million votes. In 2019, DeJear served as the Iowa Campaign Chair for Senator Kamala Harris' presidential campaign. Most recently, DeJear launched the 20/20 Vision Project to empower and support leaders with an expansive vision of success for each and every person.