



JEANS SANTIAGO

SR. PROGRAM MANAGER

8 CENTS IN A JAR

Jeans Santiago is a passionate advocate for those seeking growth, dedicated to empowering underserved communities through financial education, entrepreneurship, and mentorship.

As Senior Program Manager at 8 Cents in a Jar, Jeans leads the planning and growth of dynamic programs, projects, and initiatives that drive impact and build generational wealth. With a strategic mind and a heart for service, she oversees innovative efforts that equip students and families with real-world financial tools, business skills, and the confidence to create lasting change. Her flagship initiatives include the COIN Creators program and the Family Wealth Chat series.

Beyond youth development, Jeans is a dedicated mentor to women and moms, helping them explore income opportunities through side hustles and faith-driven entrepreneurship. An entrepreneur herself, she owns a thriving car rental business and manages multiple property rentals, using her lived experience to model the power of ownership and financial independence.

Jeans blends her passion for business, community, and belief into every project — and thrives on networking, community building, and inspiring others to step into their purpose. She isn't just developing programs — she's cultivating a legacy.

In her free time, Jeans loves visiting the beach with her family and discovering new restaurants.



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