



Rebecca Jensen is the President/Chief Executive Officer of Midwest Real Estate Data LLC (MRED), the real estate data aggregator and distributor providing the Chicagoland multiple listing service (MLS) to nearly 40,000 brokers and appraisers and 8,000 offices. MRED serves Chicago and the surrounding “collar” counties with property information encompassing northern Illinois, southern Wisconsin and northwest Indiana.

Rebecca has worked in the MLS industry since 1998, and for eight years she was the CEO of Utah’s regional MLS, UtahRealEstate.com. She graduated summa cum laude with a bachelor’s degree in computer science, and she has also earned an MBA in technology commercialization from Westminster College. She is a member of the Executive Committee for the COVE MLS group, serves on committees at the National Association of Realtors, and she is a member of the MLS Executive Advisory Board at Realtor.com.

During her tenure at UtahRealEstate.com MLS (URE), Rebecca led the effort to develop and successfully deploy a new in-house MLS platform, including an integrated public facing website and mobile apps. URE grew to provide service for over 90% of Utah's Realtors due to the MLS consolidation efforts she led. Rebecca also diversified the MLS's offering by expanding services to property managers. This enabled her to create the Property Pond Rentals Platform, which included a consumer facing website for rental properties and mobile apps.

Rebecca was elected to the Board of The Real Estate Standards Organization (RESO) in the fall of 2010. She became the Board Chair in January 2011 where she served in that capacity until 2015. During her time as Chair, she was able to develop and implement a sustainable long-term strategic plan, which included restructuring the entity to gain more support from the industry. This resulted in RESO successfully creating the first real estate data dictionary, web API standard, and compliance programs. In 2014, The National Association of Realtors approved a policy that required all MLS's to adopt RESO's standards. This was a tremendous milestone for the industry.

Rebecca became MRED’s President/Chief Executive Officer on March 2, 2015. She leads an organization that delivers over twenty products and services to its customers, complementing connectMLS™, the top-rated MLS system in the country according to the WAV Group MLS Technology Survey. MRED is the 2013 Inman News Most Innovative MLS/Real Estate Trade Association, and for four consecutive years the MRED Help Desk has been identified as one of the best small business centers in the United States and Canada by BenchmarkPortal.

Rebecca is one of Inman News 100 Most Influential People in Real Estate, Swanepoel 200 Most Powerful People in Residential Real Estate as well as being a Utah Business Magazine Forty Under 40 Honoree.