



Deena Ghazarian, Austere Founder and CEO

Deena Ghazarian is a highly accomplished business executive with a remarkable track record spanning over 25 years. She has consistently delivered success for leading consumer technology and fashion brands throughout her career, achieving substantial sales growth and establishing strategic alliances. As the Founder and CEO of Austere, a technology accessories company, Deena has fully embraced her entrepreneurial spirit, propelling her career to new heights.

Under Deena's visionary leadership, Austere is reshaping the consumer technology market by seamlessly blending sleek design with unmatched performance. Her extensive background in manufacturing, sales, and marketing, combined with her lifelong dedication to style, shapes Austere into a distinct and exceptional brand. This unwavering commitment to aesthetic excellence permeates every facet of Austere, from impeccable product design to exquisite packaging, ensuring an unparalleled customer experience.

In addition to her role as Austere CEO, Deena is a managing partner at TargetPath LLC. Her diverse industry background has honed her business acumen, profoundly influencing her vision for Austere. Before founding Austere, Deena played pivotal roles in building some of the world's most renowned technology brands, including Monster Products, Beats by Dre, and AVAD. Her prior management positions at Macy's further fueled her passion for fashion and design.

Deena is widely recognized as an expert and leader in the consumer technology industry. In 2016, Dealerscope honored her as one of the most "Powerful Women in Consumer Technology." She holds a distinguished position on the Consumer Technology Association's Executive Board, serving as Vice Chair and actively contributing to the sub-committee on Diversity and Inclusion.

In 2020, Deena and her husband, Artin, co-founded Chloe Nickie, an online women's shoe store offering high-end designer brands at accessible prices. A significant portion of the proceeds from Chloe Nickie is directed toward supporting various organizations dedicated to autism, reflecting Deena's philanthropic endeavors.

Deena earned her philosophy, politics, and economics degrees from Claremont McKenna College. She resides in Los Angeles with her husband and two daughters, balancing her successful career with her commitment to family and community.