



## **JASON MENDELSON**

Co-Founder & President of Ashar Group

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Jason T. Mendelsohn is co-founder and President of Ashar Group, LLC, a nationally licensed firm specializing in the secondary market sector for estate and business-planning professionals. He works closely with executive management at insurance carriers, financial advisory firms, banks and trust companies, as well as legal and tax planning organizations.

Prior to Ashar Group, Jason spent 20 years working within the bank consulting and healthcare industries. He developed relationships with CEO, CFO & CIOs of community & de novo banks nationally, establishing engagements for strategic planning, profitability enhancement, efficiency, risk management, and security services. This enabled banking clients to advance their organizations in the face of an ever-changing landscape.

Through his experience educating banking executives and designing specific goals and objectives, Jason brings a unique set of skills to the Secondary Market. Jason presides over one of the most tenured teams, having a combined 80 years of experience in the secondary market. His daily objective is to ensure Ashar's clients receive the quality of service they expect from the industry leader. He is a front-lines expert on trends, industry dynamics and the operational and technical details of the Secondary Market. Jason is regularly invited to be a speaker and lead discussions at national and regional events pertaining to the Secondary Market.

Mr. Mendelsohn is proud to serve as a member of the AALU (Association for Advanced Life Underwriting) and is active in the industry as an advocate for senior care. Like his brother, Mr. Mendelsohn also supports The Crohn's and Colitis Foundation of America due to their younger twin sisters' battle over the last 15 years. He attended Emory University, earned his Bachelor's Degree in Spanish and spent summers abroad in Mexico, Spain and Israel. He and his family reside in Orlando, Florida.

