



JON MENDELSON

Co-Founder & CEO of Ashar Group

Jon B. Mendelsohn is co-founder and Chief Executive Officer of Ashar Group, LLC, a nationally licensed firm specializing in the Secondary and Tertiary markets. He has championed industry driven strategies to encourage innovation across the company's businesses channels. Under his leadership, the Ashar team maintains their focus to provide an exceptional client experience. Deliberate decision-making has resulted in establishing national partnerships, collaboration, and the integration of Secondary Market solutions that deliver true value to Ashar's partners and clients.

Jon's strategic vision to maximize Ashar's position in the market focuses on three fundamental aspects: capturing the experiences of the advisors and clients we serve and learning from them, providing the most accurate and unbiased information for all parties to make informed decisions, and fostering innovation while expanding into new markets around the world.

Since launching Ashar Group in 2003, Jon has been an influential member of the industry, serving as an advocate for best practices and transparency. He has worked tirelessly to collaborate with members of the insurance and financial services, legal, and trust communities. Jon obtained years of hands-on experience in all facets of the Secondary Market and valuation process by working closely with estate and business planning firms. Over the past decade, he has developed unique and proprietary processes that save advisors valuable time and manage client expectations in a responsible manner.

Mr. Mendelsohn earned two bachelors and a master's degree from the University of Florida. He participated in the Strategic Coach program for 6 years to continue to develop both professionally and personally. He is proud to serve as a member of Forum 400, a past board member of industry associations, the Customer Advisory Board for 21st Services Underwriting, and a proud supporter of the company cause, The Crohn's and Colitis Foundation of America. He and his family reside in Orlando, Florida.

