

EXECUTIVE PORTFOLIO

JASON ASCHER

CEO | CMO | CTO | ENTREPRENEUR
TECHNOLOGY EXECUTIVE

BUILDING COMPANIES.
BUILDING PRODUCTS.
BUILDING TEAMS.



20+
YEARS



\$50M+
REVENUE GENERATED



90+
COUNTRIES



350K+
DOWNLOADS

TECHNOLOGY • MARKETING • PRODUCTS • PEOPLE





“

The best products are built when technology, marketing, and customer experience work together.

— Jason Ascher

EXECUTIVE PROFILE

ENTREPRENEUR. TECHNOLOGY EXECUTIVE. GROWTH LEADER.

Entrepreneur, CEO, and marketing executive with more than 20 years of experience building, scaling, and leading technology-driven companies across internet, mobile, and consumer markets.

My background combines executive leadership, product strategy, software development oversight, branding, performance marketing, and business development to build companies that create real value for customers, investors, and partners.

I thrive on building high-performance teams, creating innovative products, and driving measurable growth that delivers long-term impact.



VISION

Identify opportunities others overlook and turn ideas into real businesses.



LEADERSHIP

Build high-performing teams that execute with focus, speed, and accountability.



GROWTH

Drive scalable customer acquisition, retention, and revenue growth.



EXECUTION

Turn strategy into action with discipline, data, and relentless improvement.



20+

YEARS

of Executive
Experience



90+

COUNTRIES

Served by Products
& Platforms



350K+

DOWNLOADS

HookUP.com



\$50M+

REVENUE GENERATED

Across Multiple
Ventures



**MULTIPLE
SUCCESSFUL EXITS
& ACQUISITIONS**

Creating Value for
Investors

INDUSTRIES & MARKETS



MOBILE APPS



ONLINE DATING



CONSUMER
PRODUCTS



PERFORMANCE
MARKETING



BIOTECH &
HEALTHCARE



AFFILIATE
MARKETING



CLOUD &
TECHNOLOGY

CAREER TIMELINE

A TRACK RECORD OF BUILDING, GROWING & EXITING SUCCESSFUL BUSINESSES

“Great companies are built at the intersection of vision, technology, marketing, and execution.”

— Jason Ascher



1996 – 2008

MANGO GRAPHIC COMMUNICATIONS

Founded and grew Mango into a multi-million dollar branding and marketing agency serving biotech and life sciences companies.



Sold to partners in 2005.



2008 – 2010

TRAFFIC GOLDMINE

Built proprietary affiliate platform and technologies managing thousands of affiliates in more than 90 countries.



Billed more than \$10M in annual revenue.



2010 – 2017

HOOKUP CASH

Scaled affiliate marketing business generating more than \$50M in revenue and \$8.5M in annual billings in 2017.



350K+ registered members across platforms.



2017 – 2020

ROVR PRODUCTS

Joined as investor and first employee to lead branding, marketing and launch of premium outdoor products.



Acquired by Kokopelli in 2020.



2022 – PRESENT

HOOKUP.COM MOBILE PLATFORM

Complete rebuild of HookUP.com into a modern dating platform on Web, iOS & Android with AI-powered features.



Rapidly growing.



THE NEXT CHAPTER BUILDING WHAT'S NEXT

Continuing to build companies that solve real problems, create value, and deliver extraordinary experiences.



Focused on impact, innovation, and long-term value.



20+

YEARS
OF EXECUTIVE
EXPERIENCE



90+

COUNTRIES
SERVED GLOBALLY



350K+

REGISTERED MEMBERS
ACROSS HOOKUP.COM



\$50M+

REVENUE GENERATED
ACROSS VENTURES



MULTIPLE

SUCCESSFUL EXITS
& ACQUISITIONS



BUILDER

OF COMPANIES,
PRODUCTS & TEAMS

THE MANGO STORY

BUILDING A CREATIVE POWERHOUSE IN BIOTECH AND LIFE SCIENCES

Founded in 1996, Mango Graphic Communications, Inc. became a leading branding and marketing agency serving the biotech and life sciences industry. We combined strategic thinking, stunning design, and advanced technology to help innovative companies communicate their purpose and accelerate growth.



WHAT WE DID



STRATEGY

Brand strategy and positioning that differentiated our clients in competitive markets.



DESIGN

Award-winning creative for brand identity, packaging, print, and digital experiences.



TECHNOLOGY

Web development, interactive tools, and custom applications that drove engagement and results.



ANIMATION

High-end 3D animation and motion graphics that brought complex science to life.



SCIENCE

Deep understanding of biotech and life sciences to translate innovation into impact.



We didn't just make things look good. We helped our clients change perceptions, win funding, and save lives.

— Jason Ascher
Founder & CEO



Mango Graphic Communications, Inc.

Founder | Chief Executive Officer | Chief Marketing Officer
Startup – 2008

Founded and built Mango Graphic Communications into a multi-million-dollar branding, advertising, and digital marketing agency employing approximately 10–15 professionals before successfully selling the business to strategic partners.

Key Accomplishments

Grew the agency into a profitable multi-million-dollar business.

Specialized in corporate branding, package design, website development, SEO, trade show marketing, and high-end animation.

Managed creative, development, marketing, and client service teams.

Led branding and marketing initiatives for startups through public companies.

Successfully exited the business through sale to strategic partners.

THE MANGO IMPACT

A multi-million dollar creative agency with a reputation for excellence and results.



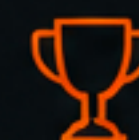
1996
FOUNDED



10–15
TEAM MEMBERS
at our peak



MILLIONS
IN REVENUE
generated over the years



100+
SUCCESSFUL PROJECTS
for biotech innovators



2005
SOLD TO
our partners

ROVR

EST.  2016

P R O D U C T S

OUTDOOR PRODUCTS. HIGH END COOLERS.

Investor | Partner | Chief Marketing Officer
2017 - 2020

Joined RovR Products as an early investor and the company's first employee, helping transform the business from startup through acquisition.

KEY ACCOMPLISHMENTS



Built the company's branding and marketing strategy.



Directed product launches and trade show marketing.



Managed Kickstarter campaigns and customer acquisition.



Developed product positioning, packaging, advertising, and digital marketing.



Helped scale the business through its successful acquisition by Kokopelli.



THE HOOKUP STORY

BUILDING A MODERN DATING PLATFORM FROM THE GROUND UP

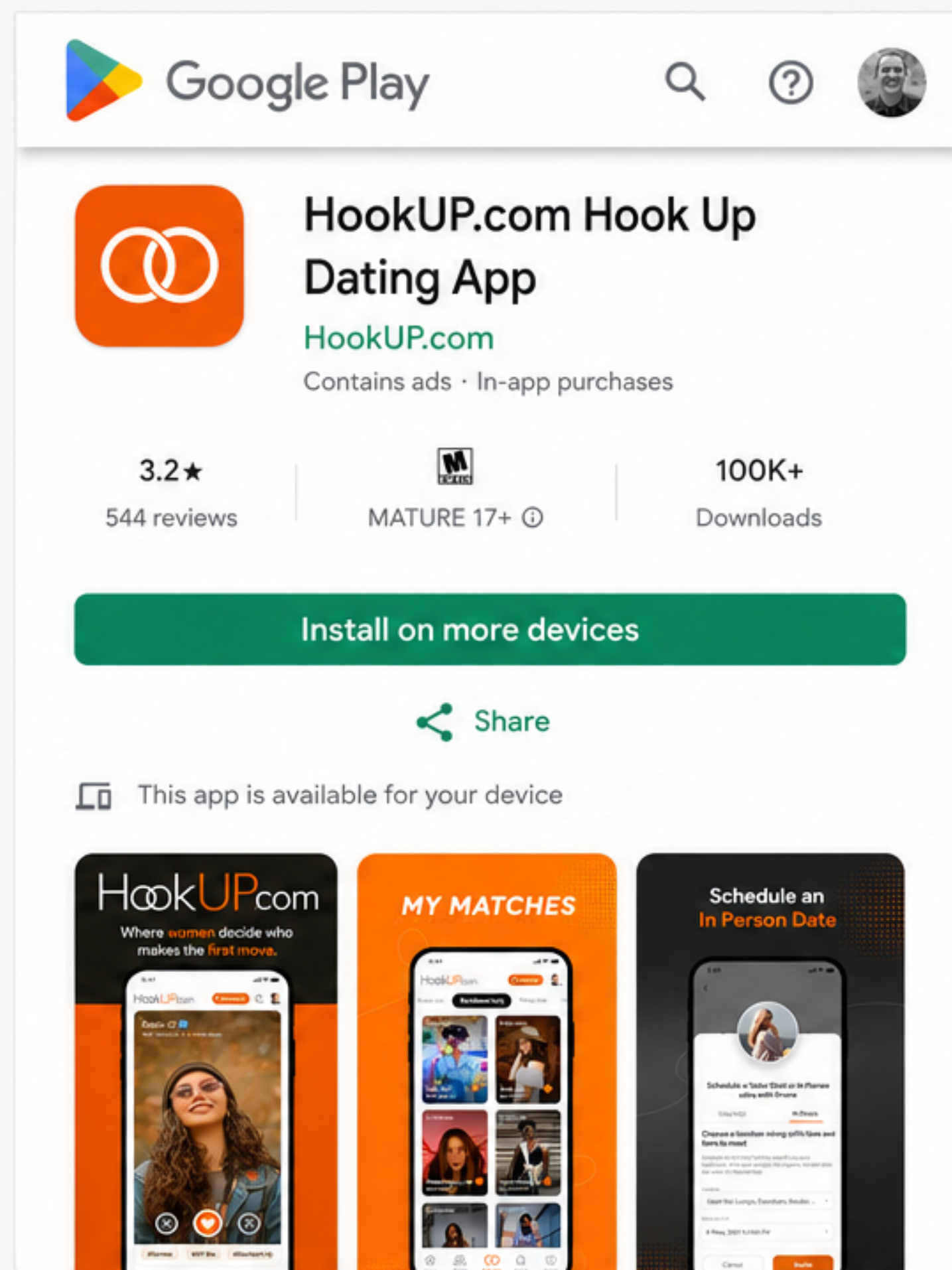
HookUP.com was created to bring real people together with honesty, respect, and choice at the center.

After years of development, testing, and refinement, we launched a mainstream dating platform that is safe, engaging, and built for today's dating culture.

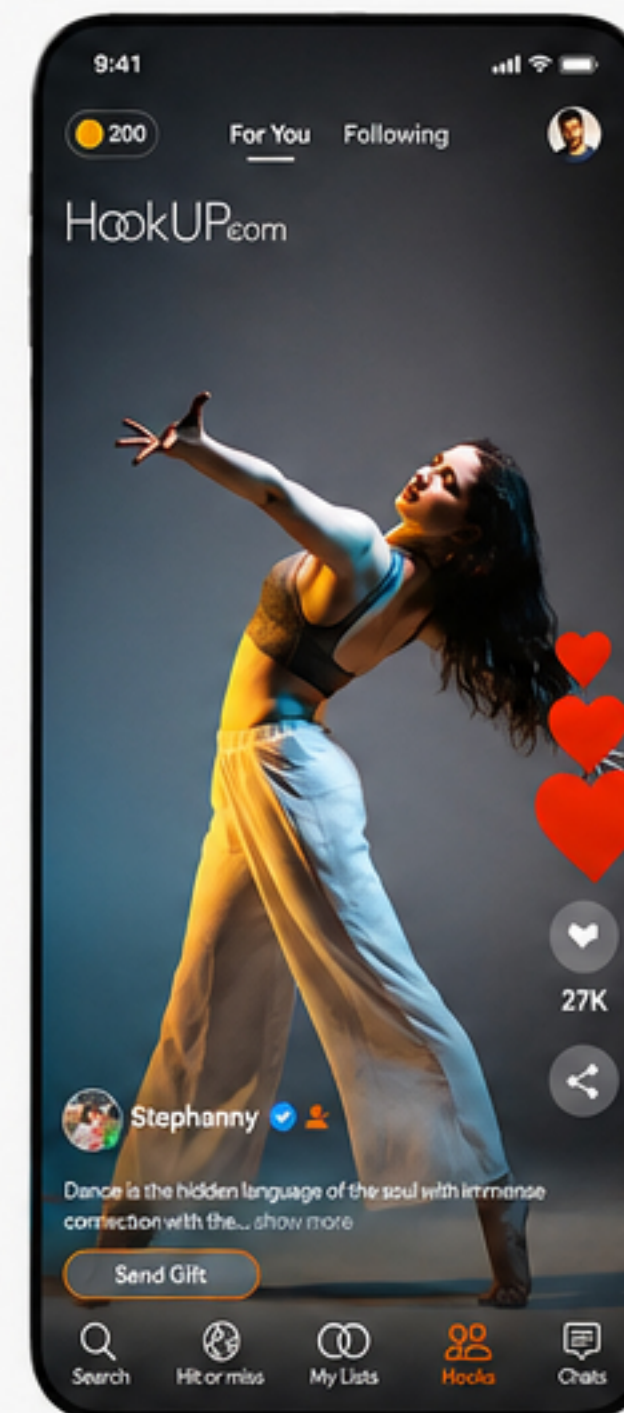
- FOUNDER, CEO, CMO, CTO
- WEB • iOS • ANDROID
- CLOUD INFRASTRUCTURE (AWS)
- BUILT WITH FLUTTER
- FIREBASE & AI MODERATION
- REVENUECAT SUBSCRIPTIONS
- GOOGLE ANALYTICS 4
- GOOGLE UAC USER ACQUISITION

REAL PEOPLE. REAL CONNECTIONS.

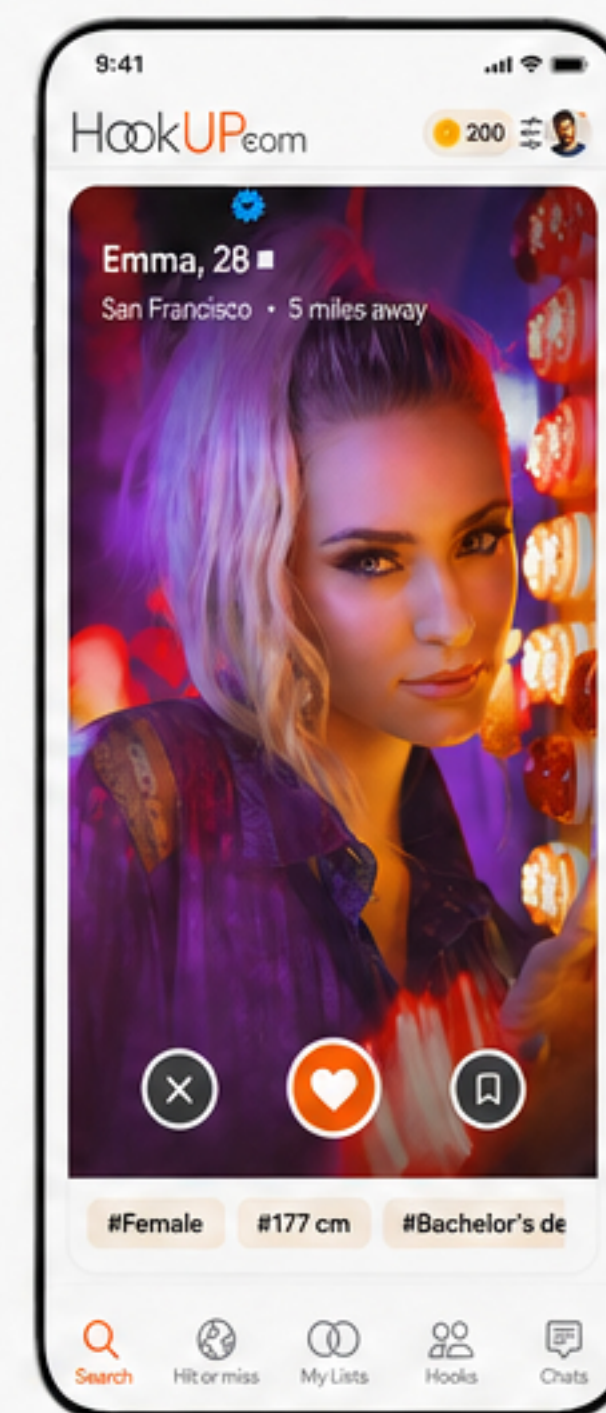
HookUP.com



HOOKS – SHORT VIDEO



BROWSE PROFILES



HookUP for coffee
HookUP for a hike
HookUP for a movie
HookUP for dinner
HookUP for a drink
HookUP for a night
HookUP for love
HookUP for a lifetime



HookUP.com
REAL PEOPLE. REAL CONNECTIONS.

350K+ MEMBERS
Across Web, iOS & Android

350K+ DOWNLOADS
And growing every day

20,000+ SHORT VIDEOS
Approved and live

150+ COUNTRIES
Global reach

VERIFIED & SAFE
Photo verification and safety tools protect our members

MEANINGFUL CONNECTIONS
Advanced matching, messaging, video chat & date planning

BUILT FOR TODAY
Modern design, mobile first, and evolving with our community



WEB



iOS



ANDROID

THE HOOKUP PRODUCT

BUILT FOR REAL PEOPLE.
DESIGNED FOR **REAL CONNECTIONS**.

HookUP.com combines modern design, innovative features, and smart technology to create a safe, engaging, and fun dating experience across Web, iOS, and Android.



VERIFIED & SAFE

Real people, real photos.
Photo verification and AI moderation keep our community safe and authentic.



MEANINGFUL CONNECTIONS

Advanced matching, messaging, video chat, and date planning tools help turn matches into real life connections.



DATE PLANNING MADE EASY

"Calendar Dates" with real venues and video date requests help you connect in person.

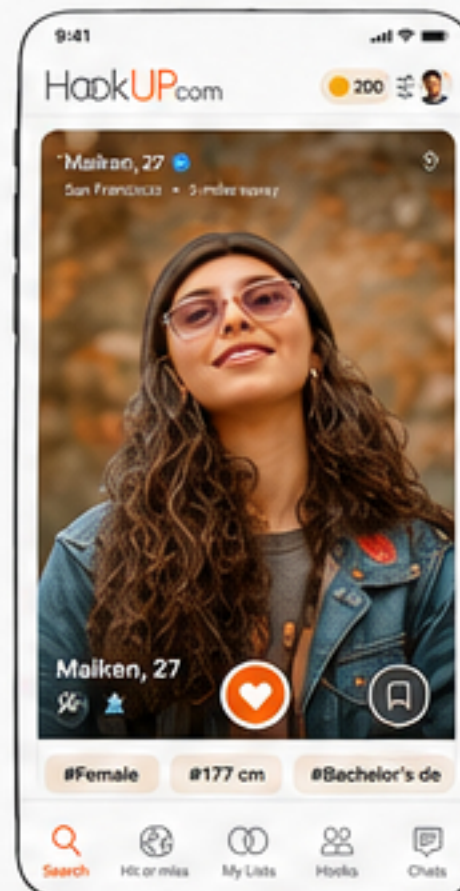


ENGAGED COMMUNITY

Short videos (Hooks), virtual gifts, and an active community make HookUP fun and engaging.

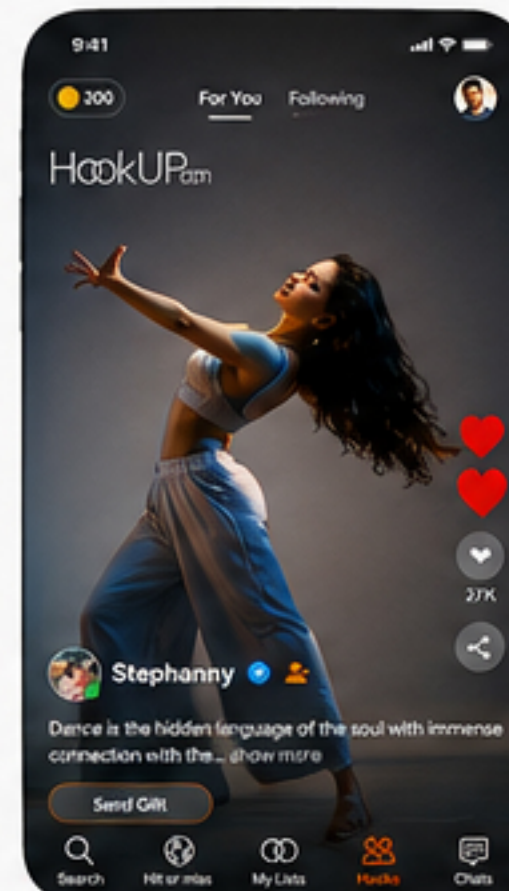
1 DISCOVER

Find people who match what you're looking for.



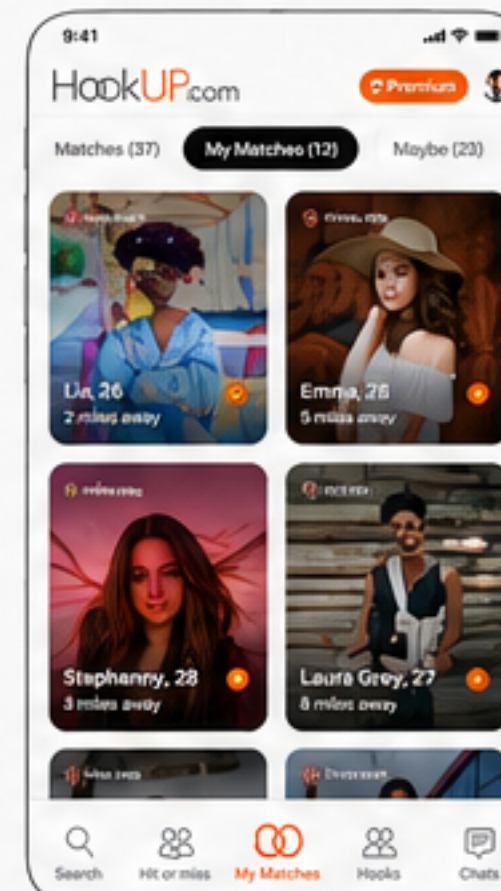
2 HOOKS

Short videos that bring profiles to life.



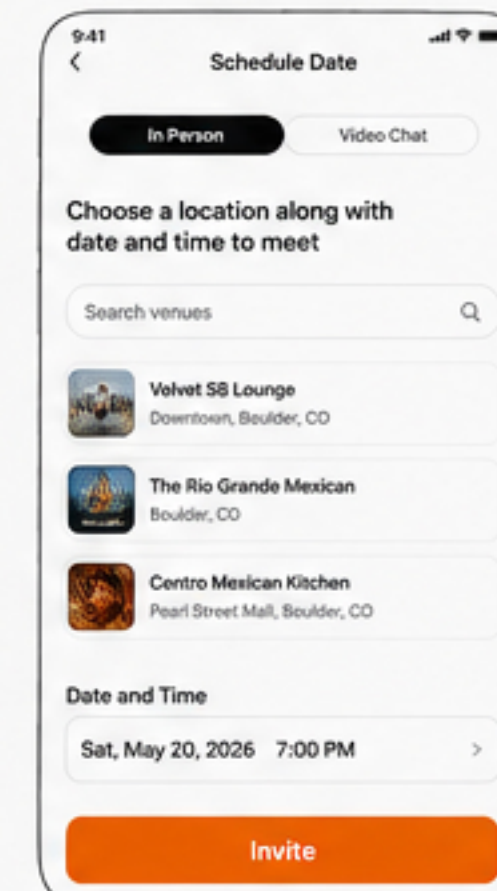
3 MY MATCHES

All your matches in one place.



4 CALENDAR DATES

Schedule in person dates or video dates.



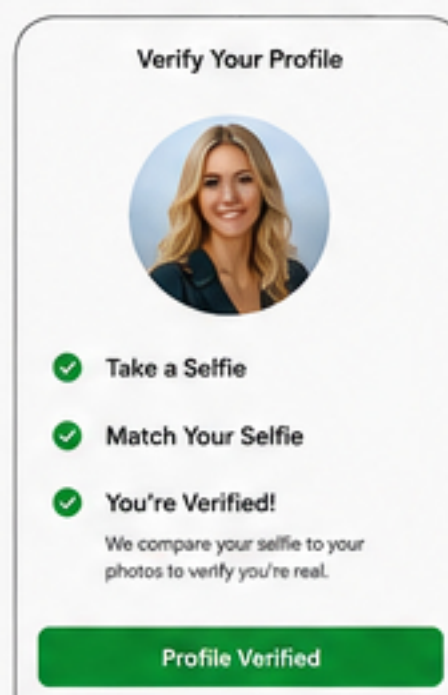
5 VIDEO CHAT

Meet face to face before you meet in person.



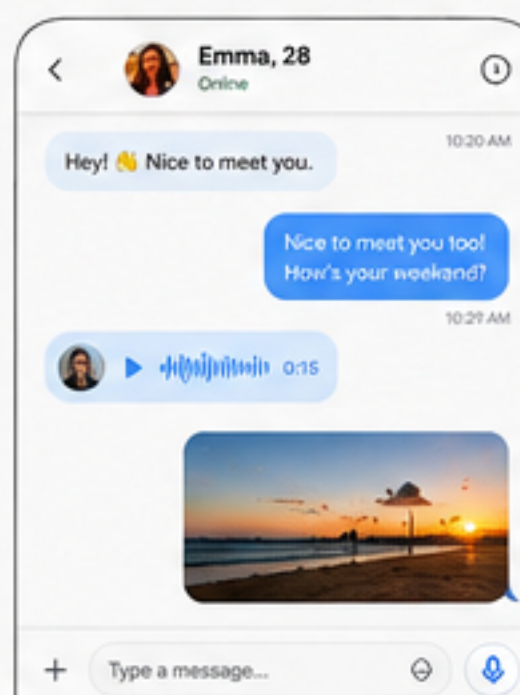
6 PROFILE VERIFICATION

Verify your profile and build trust in seconds.



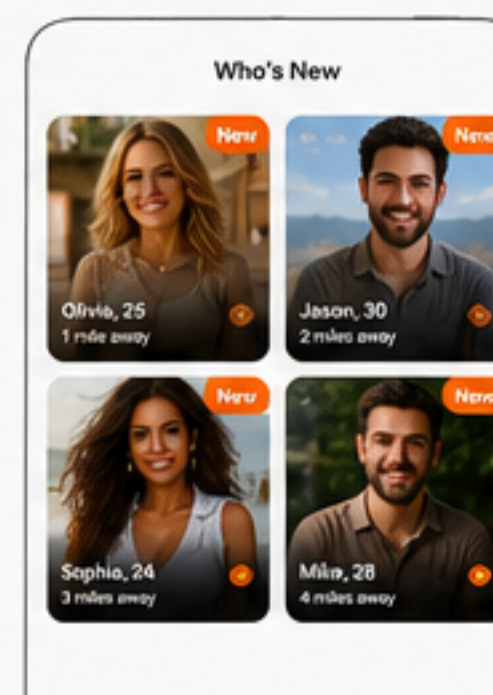
7 MESSAGING

Text, voice, photos and videos. All in one place.



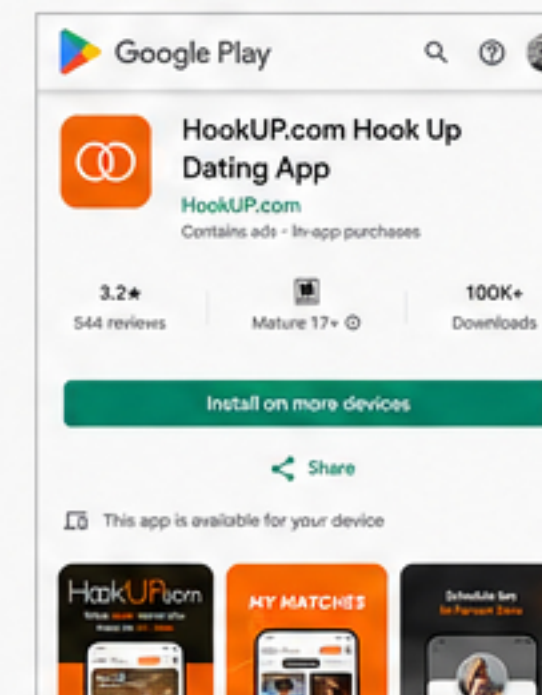
8 WHO'S NEW

See new members near you.



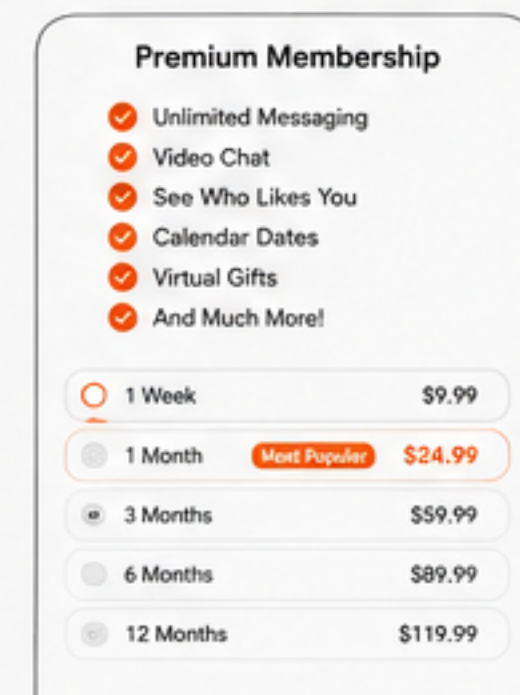
9 GOOGLE PLAY

100K+ downloads and growing every day.



10 SUBSCRIPTION MODEL

Premium features for men. Women receive Premium free.



TECHNOLOGY LEADERSHIP

BUILDING A SCALABLE, SECURE & INTELLIGENT DATING PLATFORM

As CEO, CMO and CTO, I lead product strategy, engineering, data, and growth technology to deliver a best-in-class dating experience across Web, iOS and Android.



FULL STACK LEADERSHIP

From product vision to architecture, engineering, deployment and analytics, I drive every layer of the technology stack.



SECURE & TRUSTED

User safety and data privacy are built in from day one. We use industry best practices for authentication, encryption and compliance.



BUILT FOR GROWTH

Cloud-native infrastructure and microservices architecture scale effortlessly to support hundreds of thousands of users.



DATA DRIVEN

Real-time analytics power smarter decisions, better matching, and efficient user acquisition.



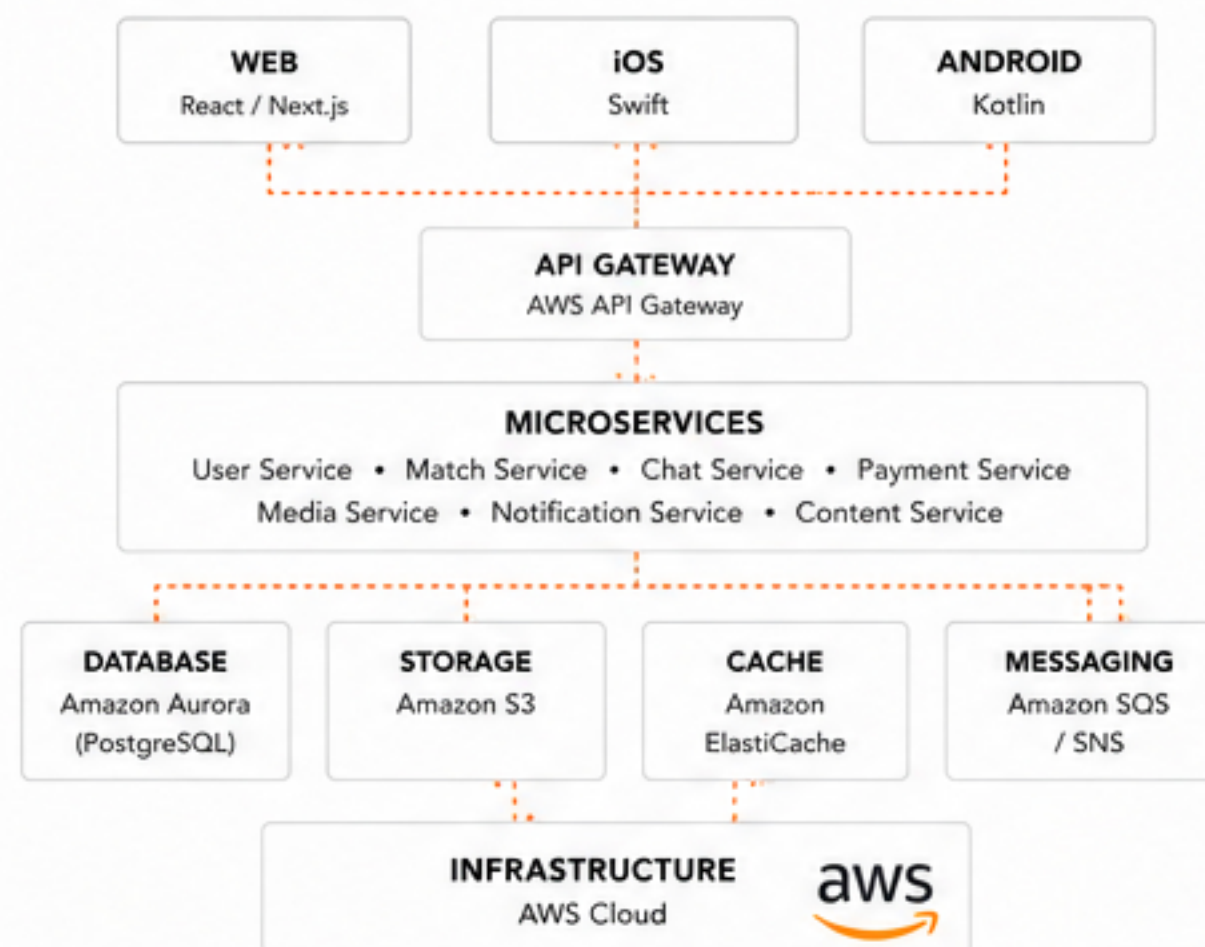
AI POWERED SAFETY

AI moderation and verification tools help keep our community safe, real and respectful.

HookUP.com

PLATFORM ARCHITECTURE

Cloud-native. Scalable. Secure.



TECHNOLOGY STACK



Flutter
Cross-platform
mobile framework



Firebase
Auth, Firestore, Functions,
Analytics, Crashlytics



Scalable cloud
infrastructure



RevenueCat
Subscription
management



Google Analytics 4
User analytics &
event tracking

branch

Attribution & deep
linking



Google AdMob
Monetization
& ads



OneSignal
Push notifications
& messaging



Transactional
email

AI & SAFETY

Real people. Real photos. Real connections.



AI PHOTO VERIFICATION

Advanced verification tools help ensure members are real and reduce fake profiles.



AI CONTENT MODERATION

Machine learning and AI automatically detect and remove inappropriate content for a safer community.

100%

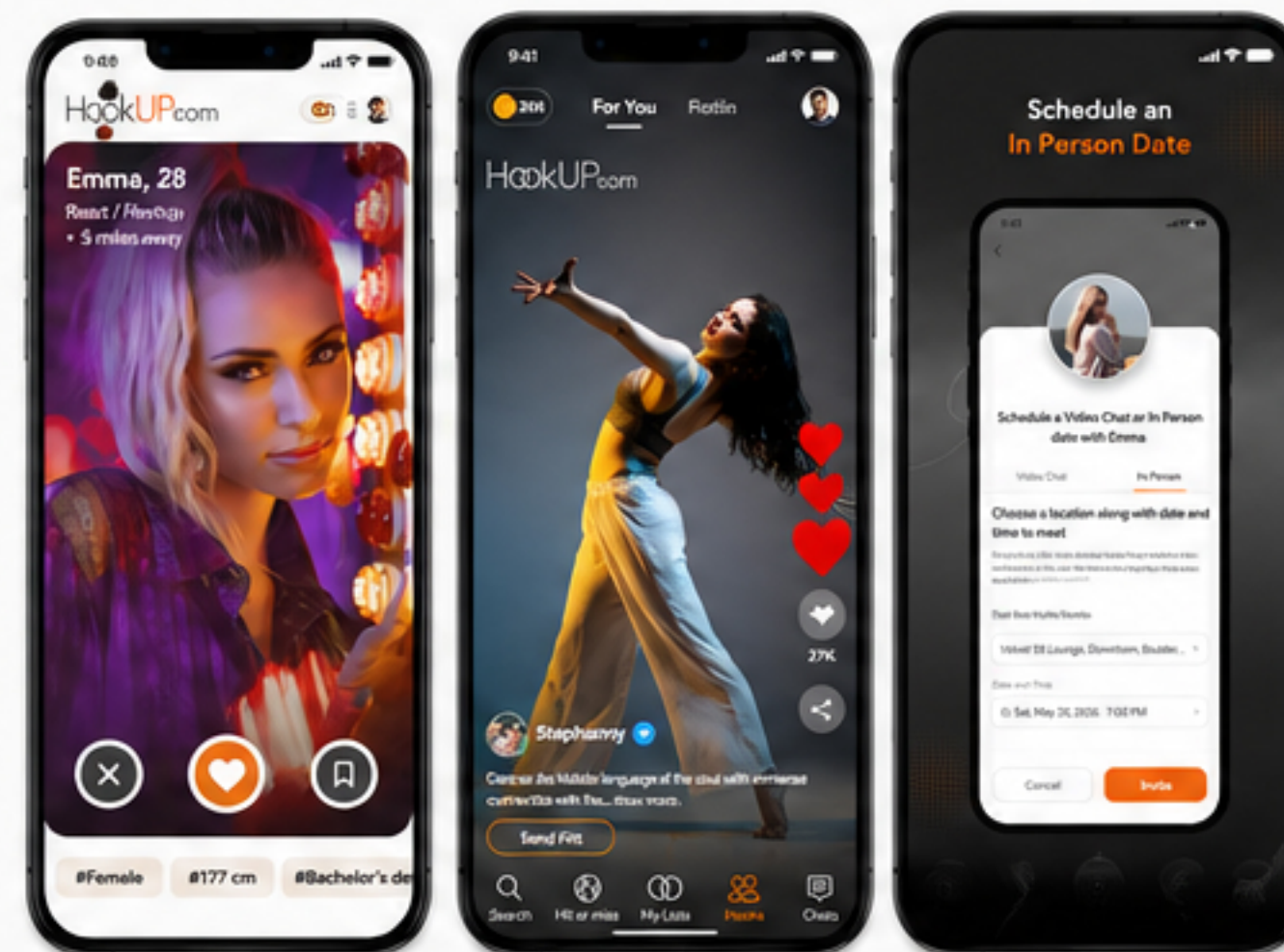
Profile Verification
Option

AI

Image & Video
Moderation

24/7

Automated Safety
Monitoring



HookUP.com

REAL PEOPLE. REAL CONNECTIONS.



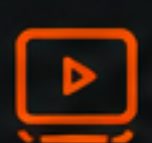
350K+
MEMBERS

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And growing
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20,000+
SHORT VIDEOS

Approved
and live



150+
COUNTRIES

Global
reach



VERIFIED & SAFE

Photo verification and
safety tools protect
our members



**MEANINGFUL
CONNECTIONS**

Advanced matching,
messaging, video
chat & date planning



BUILT FOR TODAY

Modern design, mobile
first, and evolving with
our community

EXECUTIVE STATEMENT

“

I am a self-motivated, marketing entrepreneurial leader who enjoys building businesses, developing talented teams, and creating systems and processes that drive growth. I thrive in collaborative environments, build strong relationships with clients and colleagues, and lead with integrity, accountability, and a hands-on approach.

“

I look forward to contributing my experience in executive leadership, technology, marketing, and product development to an organization where I can help build great teams, deliver innovative solutions, and create long-term business value.



PEOPLE FIRST

Building great teams and lasting relationships.



DRIVE GROWTH

Creating systems and strategies that scale.



INNOVATE

Turning ideas into impactful solutions.



LEAD WITH INTEGRITY

Accountability, transparency, and doing what's right.



DELIVER VALUE

Focused on results that create long-term impact.

LET'S BUILD SOMETHING **AMAZING** TOGETHER.

✉ Jason@JasonAscher.com

☎ 303-817-8519

📍 Boulder, Colorado



Jason Ascher: Executive Overview

Chief Executive Officer | Chief Marketing Officer | Chief Technology Officer | Entrepreneur

Entrepreneur, CEO, and marketing executive with more than 20 years of experience building, scaling, and leading technology, digital marketing, SaaS, and consumer internet companies. My background combines executive leadership, product strategy, software development oversight, fundraising, branding, performance marketing, and business development.

Mango Graphic Communications, Inc. — CEO / CMO (Founder)

Founded and grew Mango Graphic Communications into a multi-million-dollar branding and creative agency employing on average 10–15 professionals before selling the company to my business partners. The agency specialized in corporate branding, packaging design, trade show marketing, website development, SEO and high-end animation for biotechnology and life sciences companies.

RovR Products — CMO, Investor & Executive Team Member

Joined RovR Products, an outdoor products and high end cooler company, as an early investor and the company's first employee to the founder. Led branding, marketing, product launches, trade show strategy, Kickstarter campaigns, and growth initiatives that helped position the company for its successful acquisition by Kokopelli.

HookUP.com / HookUP.cash / TrafficGoldmine.com — CEO / CMO / CTO - Founder

Built and managed a high-performance affiliate marketing business in the dating industry that generated more than **\$50 million in revenue**. Led teams of software developers, designers, finance personnel, and account managers while developing proprietary affiliate tracking technology capable of managing thousands of affiliates across more than 90 countries. In 2017, the company generated over **\$8.5 million in annual revenue** and over **\$1 million in profit**.

Over the past three years, I have led the complete redevelopment of **HookUP.com** into a modern, mainstream dating platform available on Web, Android, and iOS. I directed and self funded every aspect of the business, including product strategy, software architecture, UI/UX, branding, customer acquisition, subscription monetization, analytics, compliance, and AI-powered moderation. The platform has grown to hundreds of thousands of registered members and established a validated paid customer acquisition model. While the product continues to grow, current market conditions and limited access to growth capital have delayed the large-scale marketing rollout originally planned, leading me to pursue new executive opportunities.

Throughout my career, I have developed extensive expertise managing distributed engineering teams, while overseeing complex cloud-based software platforms built on Amazon Web Services. My experience includes managing Flutter application development, Google Firebase, Google Analytics 4 (GA4), Google Universal App Campaigns (UAC), RevenueCat subscription management, email, SMS, and push notification systems, affiliate tracking technologies, AI-assisted product development, and leveraging modern AI platforms to accelerate software development, marketing, customer support, and business operations.

Jason Ascher | Boulder, Colorado | 303-817-8519 | Jason@JasonAscher.com

Professional Experience

HookUP.com Inc.

Founder | Chief Executive Officer | Chief Marketing Officer | 2008 – Present

Founder and executive leader of HookUP.com Inc., a technology company focused on consumer internet platforms, affiliate marketing technologies, SaaS products, and subscription-based mobile applications.

Over the past 17+ years, I have built and managed multiple high-growth internet businesses, proprietary software platforms, and global marketing operations while leading distributed engineering, product, finance, design, and customer support teams.

Executive Leadership & Business Growth

- Founded and scaled HookUP.com as a white label and built an affiliate marketing businesses that generated more than **\$50 million in cumulative revenue**.
- Built large affiliate marketing platforms, TrafficGoldmine.com and HookUP.cash producing over **\$8.5 million in annual billings** in 2017 and more than **\$1 million in annual profit**.
- Managed worldwide affiliate operations spanning more than **90 countries**.
- Designed and developed proprietary affiliate tracking, reporting, commission, and payment platforms supporting thousands of affiliates and complex multi-tier organizational structures.
- Managed distributed teams of developers, designers, finance personnel, affiliate managers, customer support, and QA professionals.

HookUP.com App Launch with TikTok Clone

Over the past three years, I have led the complete redevelopment of HookUP.com into a modern, mainstream dating platform available on Web, Android, and iOS.

Key accomplishments include:

- Conceived, funded, and directed the complete product strategy and execution.
- Led software architecture, UX/UI, branding, analytics, customer acquisition, compliance, and subscription monetization.
- Managed globally distributed engineering, QA, and design teams.
- Built scalable AWS cloud infrastructure supporting subscriptions, messaging, AI moderation, profile verification, discovery, video, and engagement features.
- Successfully launched applications on Web, Apple App Store, and Google Play.

- Grew the platform to hundreds of thousands of registered members while validating a scalable paid customer acquisition model.
- Managed relationships with Google Startup programs, Firebase, RevenueCat, AWS, Google Analytics 4, Google Universal App Campaigns (UAC), and numerous strategic technology partners.
- Continue to lead product growth while pursuing strategic investment and partnerships to accelerate large-scale user acquisition.

Technology Leadership

Extensive experience managing modern cloud-based software platforms including:

- Amazon Web Services (AWS)
- Flutter mobile development
- Google Firebase
- Google Analytics 4 (GA4)
- Google Universal App Campaigns (UAC)
- RevenueCat subscription platform
- AI-powered moderation systems
- Affiliate tracking technologies
- Performance marketing platforms
- Email, SMS, and push notification systems
- Cloud infrastructure
- AI-assisted software development and business operations

RovR Products - Outdoor Products - High End Coolers

Investor | Partner | Chief Marketing Officer
2017 – 2020

Joined RovR Products as an early investor and the company's first employee, helping transform the business from startup through acquisition.

Key Accomplishments

- Built the company's branding and marketing strategy.
- Directed product launches and trade show marketing.
- Managed Kickstarter campaigns and customer acquisition.
- Developed product positioning, packaging, advertising, and digital marketing.
- Helped scale the business through its successful acquisition by Kokopelli.

Mango Graphic Communications, Inc.

Founder | Chief Executive Officer | Chief Marketing Officer
Startup – 2008

Founded and built Mango Graphic Communications into a multi-million-dollar branding, advertising, and digital marketing agency employing approximately 10–15 professionals before successfully selling the business to strategic partners.

Representative Clients

- LA Weight Loss
- Hansen Beverage Company
- Boulder Potato Chips
- Array BioPharma
- Myogen
- Dharmacon
- Numerous biotechnology and life sciences companies

Key Accomplishments

- Grew the agency into a profitable multi-million-dollar business.
- Specialized in corporate branding, package design, website development, SEO, trade show marketing, and high-end animation.
- Managed creative, development, marketing, and client service teams.
- Led branding and marketing initiatives for startups through public companies.
- Successfully exited the business through sale to strategic partners.

Executive Statement

I am a self-motivated, marketing entrepreneurial leader who enjoys building businesses, developing talented teams, and creating systems and processes that drive growth. I thrive in collaborative environments, build strong relationships with clients and colleagues, and lead with integrity, accountability, and a hands-on approach.

I look forward to contributing my experience in executive leadership, technology, marketing, and product development to an organization where I can help build great teams, deliver innovative solutions, and create long-term business value.