

Jason J. Friedman, CEO
Friedman Associates

For nearly 30 years, Jason has been a driving force in expanding capital access in low-wealth communities. As Co-Founder and CEO of Friedman Associates (F|A), a CDFI consulting services firm, he has served as a strategic advisor, guiding hundreds of organizations through CDFI certification, capitalization, and federal compliance, while also creating several products and services to help CDFIs boost performance, improve operations, increase sustainability, and mission-impact.

Recently, Jason oversaw F|A's efforts to prepare the revised CDFI certification application for over 160 currently certified loan funds, and F|A previously served as a subcontractor to the CDFI Fund, where it was tasked with rewriting internal standard operating procedures for the CCME division. His advocacy for scaling capital is equally distinguished, including advising the Governors of New York and Iowa on inclusive economic strategies, testifying before Congress in support of federal funding, and securing nearly \$500 million in grants for clients over the last 10 years.

In response to the industry's need for technology solutions to lower costs and streamline operations, he introduced *MyFund*, a proprietary software tool designed to simplify and streamline the preparation of CDFI certification and funding applications, as well as for monitoring compliance and financial health.

Throughout his career, Jason has held pivotal leadership roles, including Director of Consulting Services for Women Entrepreneurs of Baltimore, Director of Training for the Association for Enterprise Opportunity (AEO), and Vice President for Economic Development for a Presidential award-winning statewide community development corporation in Iowa.