

Jason Friedman

CEO, CXFormula



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Jason Friedman is a theater nerd turned serial entrepreneur, passionate about coaching, supporting, and championing other entrepreneurs to grow and scale their businesses.

He realized early on that the same principles used in show business to command standing ovations night after night can be applied to every business (on or offline), in every industry, in every country. Using this unique approach of combining storytelling and psychology Jason has founded, scaled, and successfully exited five businesses in the fields of medical diagnostics, marketing and events, automotive, spirits and digital media software.

Currently, Jason is the CEO of CXFormula, working with fast-growing, entrepreneurial companies to help them grow and scale businesses that give them stability, purpose and energy to work smarter and live better using his proprietary Kinetic Customer Formula™.

He is also CEO of Spotlight Brand Services, a marketing and brand management agency, helping ecommerce businesses crush it on Amazon and other online marketplaces. His clients have ranged from Fortune 100's to solopreneurs in industries as diverse as retail (Foot Locker, Adidas, Nike), hospitality (W Hotels, Universal Studios, Disney, Burger King), financial services (Bank of America, Wells Fargo, Fidelity), higher education (Stanford, Yale, Duke & Harvard Universities) and online services / information products such as ClickFunnels, Product Launch Formula, ASK Method Company and more!

He was named Ernst and Young's Entrepreneur of the Year for business services in 2009 and his company made the Inc. 5000 list for three consecutive years from 2007 through 2009, just after successfully exiting that business in the high 8-figures.

In 2020, Jason's company CXFormula made the Inc. 5000 list again - this time, ranking number 64 out of 5000 for 4,979% growth, and ranking number 1 in New Jersey, growing from \$0 in 2017 to nearly \$9 million in 2020. In 2021, CXFormula was ranked number 3 in the Inc. Magazine NY Metro regional competition.

Jason is the proud dad of two young men, Jack (17) and Josh (14) and has three amazing dogs, Brooke, Lynn and Myles.

