

Jason Foster

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Professional Summary

Seasoned software executive with deep experience leading software and technology businesses through growth, transformation, and acquisition. Proven success managing full P&L ownership, scaling recurring revenue models, and improving EBITDA through operational excellence and disciplined execution. Skilled in aligning product strategy, engineering, and go-to-market teams to drive sustainable growth within private equity-backed environments.

Professional Experience

SAWIN Service Automation, Inc. – President

Houston, TX (Remote) | Jan 2024 – Aug 2025

B2B SaaS field service management solutions provider acquired by a private equity-backed consolidator.

- Appointed to lead post-acquisition transition and drive revenue and EBITDA growth.
- Reorganized cross-functional teams, improving operational efficiency and execution performance.
- Achieved double-digit YoY revenue and EBITDA growth through margin optimization and disciplined cost controls.
- Directed GTM, product development, and engineering initiatives that improved customer retention and satisfaction.

BlueFolder Software, Inc. – President

Colorado Springs, CO | Sep 2023 – Aug 2025

Field service management SaaS platform serving thousands of B2B customers.

- Promoted to lead company following founder exit; accountable for P&L, GTM strategy, and product vision.
- Increased EBITDA by 30% through operational streamlining and pricing optimization.
- Enhanced technology roadmap and delivery execution to accelerate innovation cycles.

BlueFolder Software, Inc. – Chief Technology Officer

Feb 2019 – Sep 2023

- Modernized architecture and migrated infrastructure to Azure, cutting hosting costs by 50% and improving uptime to 99.9%.
- Launched new SaaS modules leveraging React, React Native, .NET Core, and SQL Server.
- Delivered 30% faster response times through backend optimization, improving customer satisfaction scores.

Outreach, Inc. – VP, Data Strategies & Analytics

Colorado Springs, CO | Feb 2016 – Feb 2019

- Built and led web engineering and analytics teams for multiple media brands reaching millions of monthly visitors.
- Implemented enterprise BI and reporting infrastructure across departments.
- Introduced data-driven content optimization and ad performance analytics increasing engagement rates.

Thought Ascent – Founder & President

Colorado Springs, CO | Mar 2006 – Present

- Provide executive technology consulting and strategic advisory to startups and mid-market organizations.
- Designed scalable architectures and innovation strategies to align tech investments with business growth goals.

Earlier Roles:

- WickedThink Marketing – CTO (2014–2016): Directed technology solutions for digital marketing and lead-gen clients resulting in increased conversions and ROAS.
- Nexus Enterprise Solutions – CEO/CTO (2012–2014): Led development of real-time insurance lead-auction platform.
- Compassion International – Software Architecture Consultant (2007–2008).
- Checks Unlimited / Deluxe Corp. – Senior Solutions Architect (1999–2005).

Education

Computer Science Studies

Howard Payne University, Brownwood, TX

Completed advanced coursework in programming, data structures, and software architecture.

Certifications

- Microsoft Certified Professional (expired)
- Big Data Analytics Professional

Skills

Leadership & Strategy: Executive Leadership | M&A | P&L Ownership | Digital Transformation | GTM Strategy | Marketing Technology

Technical: SaaS Architecture | Business Intelligence | AI/ML | Data Analytics | Product Development

Tools & Technologies: React | .NET | Azure | Python | SQL Server | PostgreSQL | React Native

Key Achievements

- Scaled two SaaS companies through acquisition integrations with sustained EBITDA growth.
- Implemented GTM and pricing strategies yielding consistent double-digit profit growth.
- Built agile teams and cultures of accountability across distributed remote operations.