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Adam Ashley, Founder & CEO – Plus Up LLC

Biography

Husband to an amazing wife and dad of two awesome sons, Adam Ashley is founder and CEO of Plus Up LLC, maker of Goodtimer, an educational toy developed for families and backed by neuroscience that encourages kids to form good habits using positivity, tangible incentives and family participation.

Adam is a successful entrepreneur with a proven track record for launching consumer product companies. He founded Plus Up in 2017 with a mission to help families, like his, bring home peace through the principles of positive reinforcement.

Prior to starting Plus Up, Adam co-founded M-Edge, a consumer electronics accessory business, in 2007, where he directed M-Edge's product design and development team in a wide variety of consumer electronics accessory programs, ranging from protective cases to complex electronic accessories, including custom lighting and power solutions. During this period, he established a diverse intellectual property portfolio, including numerous U.S. and international design and utility patents.

M-Edge's incredible growth can be attributed, in-part, to the exceptional craftsmanship, intuitive functionality and on-trend design of their products, which were critically acclaimed and recognized by Wired, InStyle, Oprah, People, USA Today, Glamour and more. After incredible success as a partner to Amazon's Kindle accessory program, M-Edge expanded its distribution to national and international retail chains, including Best Buy, Target and Staples, earning a top rank (#91) in Inc. Magazine's 500 fastest-growing companies in 2012 with 3,000% revenue growth between 2008 and 2011.

Adam is a graduate of Virginia Tech with a degree in engineering and lives with his family outside of Washington, D.C.