AWM Love Relaunches San Francisco Matchmaking Service Ahead of Post–Labor Day 'Matchmaking Season'

Founder Cassindy Chao, a former Goldman Sachs banker, adds a two-minute compatibility quiz as inquiries from Bay Area professionals rise



Cassindy Chao, Founder of AWM Love & former Goldman Sachs banker

SAN FRANCISCO, CA, UNITED STATES, September 4, 2026 /EINPresswire.com/ -- Matchmakers have long noted a seasonal pattern: inquiries tend to rise in the weeks after Labor Day, as people return from summer and focus on the year ahead. AWM Love, an Asian matchmaking service led by founder Cassindy Chao, reports the same trend among Bay Area professionals this year, and has relaunched its website at www.awmlove.com with a new two-minute compatibility quiz for those exploring the process.

Chao spent years as an investment banker at Goldman Sachs and JP Morgan before becoming a full-time matchmaker. She said the clients she works with in the Bay Area are often highly capable in their careers but face structural obstacles in their personal lives. "Many of the founders and engineers I work with have demanding schedules, and their main social circle is their workplace," said Chao. "The dating pool that naturally forms around a career can be narrow, which is one of the reasons people turn to a matchmaker."

The service focuses on personal introductions for professionals across San Francisco, the Peninsula, and Silicon Valley, working from a vetted national network rather than app-based profiles. Chao noted that a portion of the people in that network are not active on dating apps, which she says is part of what a matchmaker can provide.

Chao also observed that the skills that build a successful career do not always translate to dating. "People in analytical fields are used to making decisions with data and clear criteria," she said. "Relationships depend more on patience and compatibility, and that can be an unfamiliar way to evaluate a potential partner."

For those not ready to schedule a consultation, the new compatibility quiz offers a shorter, lower-key starting point. "Not everyone wants to begin with a phone call," Chao said. "The quiz is a brief way to reflect on what someone is actually looking for."

Chao began matchmaking as a student at Wellesley College. She is the author of Ancient Wisdom, Modern Love: Chinese Wisdom for Dating Success and has been featured in Business Insider, NBC News Daily, and NewsNation. She has been married for 27 years and is a mother of three.



Matchmaker Cassidy Chao of AWM Love sharing dating advice on NBC News Daily.



Matchmaker Cassidy Chao of AWM Love sharing dating advice on NewsNation.

"I've spent a career reading people under pressure, along with decades in my own marriage and family life," said Chao. "That perspective shapes how I approach this work — focusing on what tends to last rather than what stands out on a first date."

More information, including the compatibility quiz and consultation details, is available at www.awmlove.com.

About AWM Love: AWM Love (Ancient Wisdom Modern Love) is an Asian and Chinese matchmaking service founded by Cassindy Chao, a third-generation matchmaker and former Goldman Sachs and JP Morgan banker. The service provides personal introductions for professionals in San Francisco, Los Angeles, and New York.

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My clients don't need more options — they need the right one. The most remarkable people I know will never be on an app. That's the circle I open.”

Cassindy Chao, Founder of AWM Love & former Goldman Sachs banker

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