

# KARL OHLEMANN

FOUNDER & CEO | HEAD OF STRATEGY & INNOVATION

Location: Greater Seattle Area, WA

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**Dynamic, charismatic, and high-impact executive business leader** with a bias for action and year-over-year success in standing up and expanding modern, mold-breaking businesses and revitalizing antiquated and under-performing enterprises.

**Tech-savvy problem solver** whose adaptability, determination, and experience spanning multiple industries and functions proves a distinct advantage. Can assess complex and ambiguous challenges and opportunities holistically then devise and deliver powerful strategies and solutions that align across all touchpoints.

**Authentic and invested team builder, coach, and mentor** with a passion for developing others and reputation for excellence in infusing organizations with a culture of growth, camaraderie, and performance.

**Collaborative and influential communicator** who reads people intuitively; builds vibrant, enduring relationships with clients and colleagues; and serves as a valued thought partner among executive stakeholders.

## AREAS OF EXPERTISE

- Vision Setting
- Strategic Planning
- Entrepreneurship
- Innovation
- Team Building
- Coaching & Mentoring
- Business Development
- Project Management
- Marketing & Branding
- P&L Management
- Strategic & Legal Negotiation
- Technology Implementation

## PROFESSIONAL EXPERIENCE

**PRESERVE.INC** | [preserve.inc](http://preserve.inc)

Jan 2022 – Present

### *Co-Founder & Chair*

Established a technology and consulting/legal services startup that leverages proprietary AI and a network of functional experts to guide business leaders and enterprises in mitigating risk, identifying best practices, and avoiding common and systemic failures that may slow or prevent organizational success. The platform, which is currently under development, aims to support the missions of organizations nationwide.

**NILS BERNARD**, Greater Seattle Area, WA | [nilsbernard.com](http://nilsbernard.com)

Nov 2020 – Jan 2024

### *Founder & CEO*

Following the profitable exit of Macadam Floor & Design, launched a residential home construction business that serves customers in Central Washington and its surrounding areas. Built the company from the ground up, leveraging leadership, business development, marketing & branding, project management, and financial management capabilities, along with extensive design and home building experience.

**MACADAM FLOOR & DESIGN**, Seattle, WA | [macadamfd.com](http://macadamfd.com)

Jul 2007 – Nov 2020

### *Founder & CEO*

Founded and built a residential flooring and interior design firm that expanded to become a collection of industry-leading design centers in the Seattle area. Hired, built, and developed a team that grew to 200+ employees and contractors, spanning multiple locations. Oversaw finance, business development, branding, marketing, IT, legal, and operations and led sales training and contract negotiation efforts.

- **Disrupted a historically commoditized business model** by infusing the organization with soul. Adopted a consumer-first mindset that placed customer experience and employee engagement at the forefront, enabling Macadam Floor & Design to swiftly become a standout in the marketplace.
- **Grew sales from \$0 to \$30M within six years**, earning a commanding presence in Seattle and emerging as Washington's second largest flooring & design business on close to 10,000 new homes in the PNW.
- **Maintained low turnover rates year-over-year**, achieving nearly 100% retention within an industry with average turnover rates of 19.5% – including through the 2008 U.S. economic crash.

CHASE INTERNATIONAL INC, Portland, OR; Vancouver, WA

Dec 2000 – Dec 2007

### **Founder & CEO**

Founded a flooring and design business with full interior design, installation, and project management services. Oversaw enterprise strategy, business development, branding, marketing, sales, and technology implementation. Built and led a high-performance team of ~10.

- **Expanded the business to become a national chain of independently owned stores** organized as a buying group, enabling Chase to secure competitive national contracts with the largest flooring manufacturers in the United States.

NIKE, INC., Beaverton, OR | [nike.com](https://www.nike.com)

Jan 1998 – Dec 2000

### **Manager, Nike Retail Special Orders (NSRO)**

Initially hired into a retail sales role at Niketown Portland then quickly promoted to oversee special orders across all US Nike retail stores. Working collaboratively with cross-functional teams, delivered process improvements that streamlined Nike Retail's ability to manage out-of-stock and special-order inventory for Nike's entire US market.

- **Spearheaded, strategized, and led implementation of a technology platform** that managed ordering, distribution, and inventory processes and later became the framework for Nike's e-commerce platform *nike.com*.
- **Earned IT "superuser" status**, a designation that provided full access to Nike's systems and acted as a highly fluent conduit between developers, Nike staff, and end consumers.

## **ADDITIONAL LEADERSHIP**

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CURATE.INC | [curate.inc](https://curate.inc)

May 2021 – Present

### **Founder**

Curate.Inc (Curate Holdings Inc.) is a unique collection of high-value brands, apps, domains, top-level domains (TLDs), technology, and intellectual property. As CEO, leverage strengths in trendspotting and emerging technology to capitalize on business opportunities and make thoughtful intellectual property investments.

## **EDUCATION**

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MIT | SLOAN SCHOOL OF MANAGEMENT, Cambridge, MA (online)

Advanced Certificate for Executives in Management, Innovation & Technology (Anticipated Completion 6/2025)

UNIVERSITY OF WASHINGTON, Seattle, WA

BA, Integrated Social Sciences (Anticipated Graduation 12/2025)

UNIVERSITY OF OREGON, Eugene, OR

Lundquist College of Business (1993-1997)

## **PROFESSIONAL AFFILIATIONS**

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- **National Small Business Association** – Leadership Council and Economic Development Committee
- **Small Business Technology Council** – Leadership Council
- **U.S. Chamber of Commerce** – Member
- **National Association of Home Builders** – Member (Previous Board Member)
- **American Bar Association** – Member
- **Shadow Ventures (VC)** – Member
- **Advisory Boards** (too many to list; link [here](#))

## **VOLUNTEERISM** (see link [here](#))

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- The Salvation Army International
- Boys & Girls Clubs of America
- Tunnel to Towers Foundation
- Liberty Road Foundation
- Matt Talbot Center
- Cle Elum Roslyn School District

## **ACTIVITIES & INTERESTS**

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Car Racing (Racing Instructor, Audi Club NW; Turn2 Racing), Golf, Downhill Skiing, Wine, Business Consulting & Mentoring, Emerging Technology (AI/ML, DeFi, Blockchain, Web3, Industry 4.0)