

KARL OHLEMANN

Location: Greater Seattle Area, WA, USA

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5x FOUNDER / CEO / CFO | HEAD OF STRATEGY, INNOVATION, AND TECHNOLOGY | BOARD MEMBER | NONPROFIT ADVISOR
[MIT Sloan School of Management](#); “ACE” in Management,

Innovation & Technology ([MIT ranked #2 Business School in US](#)) | Harvard Business Review Advisory Council

Highly driven, dynamic, charismatic, and high-impact multi-passionate global executive business leader with a record for quick action and unusually high success in starting up and expanding modern, mold-breaking businesses and revitalizing antiquated and under-performing enterprises; seasoned startup and growth expert.

🏆 MIT Sloan School of Management Executive Business “ACE”. Harvard Business Review Advisory Council. 🏆

🏆 Award winning CXO “Generalist”, able to excel with a high level of competency in a wide range of executive and managerial roles and hands-on functions. Commanding ability to be quickly informed and take **decisive action**.

Tech-savvy problem solver whose strategy, innovation, adaptability, determination, and broad technological experience spanning multiple industries and leadership roles proves a distinct advantage. Can assess complex and ambiguous challenges and opportunities holistically then devise and execute powerful strategies and solutions, utilizing AI and other new and emerging technologies.

Authentic and invested team builder, coach, and mentor with an unusually high passion for developing others and reputation for excellence in infusing organizations with outstanding culture, integrity, and ultra-high performance.

Collaborative and influential communicator who believes in the power of honesty, integrity, and straight-talk; builds trust and incredible loyalty, enduring relationships, and serves as a valued thought partner among all stakeholders.

AREAS OF EXPERTISE

- Strategy & Innovation
- Entrepreneurship/Startups
- Technology/AI/Social Media
- Financial Management
- Business Development
- Growth/Scaling
- Government/Public Policy
- Marketing/Branding
- P&L Management
- Bank/Investor Relations
- Company Culture/Retention
- Legal Strategy/Litigation/M&A

PROFESSIONAL EXPERIENCE

PRESERVE.INC | Preserve.Inc

Dec 2021 – Present (PT)

Co-Founder | Board Chair | CFO | Head of Strategy, Innovation, and Technology

Established an AI technology and consulting/legal/humanitarian services startup that leverages its proprietary AI utility BlackBoxx.ai and a global network of functional experts to guide business leaders, enterprises, and NPO's in mitigating risk, identifying best practices, and avoiding common and systemic failures that may slow or prevent organizational success. Earned very high marks in MIT's Artificial Intelligence course as a case study.

BLACKBOXX.AI | BlackBoxx.ai

Dec 2021 – Present (PT)

Founder | Board Chair | CFO | Head of Strategy, Innovation, and Technology

BlackBoxx.ai is a proprietary AI utility from Preserve.Inc. In addition to leadership roles as Founder, Board Chair and CFO, Karl is Head of Strategy, Innovation, and Technology, as well as leading Investor/Bank relations. Earned very high marks in MIT's Artificial Intelligence course as a case study.

CURATE HOLDINGS, INC. | Curate.Holdings

Feb 2018 – Present (PT)

Founder | CEO | CFO | Head of Strategy, Innovation, and Technology | Apple Developer

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

MACADAM FLOOR & DESIGN | Greater Seattle Area, WA | MacadamFD.com

Jul 2007 – Nov 2020

Founder | CEO | CFO | Head of Strategy, Innovation, and Technology

Founded and built an industry leading professional services company 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, spanning multiple locations. In addition to leadership roles as CEO and **Head of Strategy, Innovation, and Technology**, Karl managed all aspects of Finance as CFO; led all aspects of business development, branding, marketing, IT, legal, operations, sales and contract negotiation, corporate culture.

- **Grew sales and customer base rapidly**, earning a commanding presence in the Greater Seattle Area and emerging as Washington's second largest flooring & design business on approx. 10,000 new homes.
- **Maintained unusually 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.
- **Disrupted a historically commoditized business model** by infusing the organization with soul and an incredibly high **commitment to excellence and integrity**. Adopted a consumer-first mindset that placed customer experience and corporate culture at the forefront, enabling Macadam Floor & Design to swiftly become a standout in the marketplace.

CHASE INTERNATIONAL, INC., Portland, OR; Vancouver, WA

Dec 2000 – Dec 2007

Founder | CEO | Head of Strategy, Innovation, and Technology

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. **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 (WHQ) | [nike.com](https://www.nike.com)

Jan 1998 – Dec 2000

Manager, Nike Retail Special Orders (NSRO) | Corporate Information Technology “Super User”

Age the age of 22, Karl managed the team and centralization of **Nike Retail Special Orders [NRSO]** for all Nike Retail and Outlet Stores in the US Market, which became **Nike's global E-commerce platform in 1999, Nike.com**. 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.

- **Received rare Corporate Information Technology “Super User” status**, a designation that provided full access to Nike's IT systems and acted as a highly fluent conduit between developers, Nike staff, and end consumers, including new system implementations.

ADDITIONAL LEADERSHIP

- **Recipient of the 2024 CXO 2.0 Business Leadership Excellence Award** 🏆
- **National Small Business Association – Leadership Council / Economic Development Committee**
- **Small Business Technology Council – Leadership Council**
- **Advisory Boards (too many to list; link [here](#))**

EDUCATION

MIT | SLOAN SCHOOL OF MANAGEMENT, Cambridge, MA (Ranked #2 in the country)

Advanced Certificate for Executives (ACE) in Management, Innovation & Technology (current)

UNIVERSITY OF WASHINGTON, Seattle, WA
BA, Integrated Social Sciences (pending)

UNIVERSITY OF OREGON, Eugene, OR
Lundquist College of Business

PROFESSIONAL AFFILIATIONS

- **U.S. Chamber of Commerce** – Member
- **American Bar Association** – Member
- **Association for Financial Professionals**
- **Shadow Ventures (VC)** – Member
- **National Association of Home Builders** – Member (Previous Board Member)

VOLUNTEERISM

- 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

Car Racing Instructor; Audi Club NW, Turn2 Racing, Golf, Downhill Skiing, Wine, Business Advising & Pro Bono Mentoring, Nonprofit Leadership and Advising, Emerging Technology (AI, DeFi, Blockchain, Web3, Social Media). Married over 25 years with three great high-achieving teen/20's daughters and a delightful miniature goldendoodle. Proud to be a First Generation American, as a son of a German Immigrant Father.