

Matt Krueger

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Global Marketplace Strategy | eCommerce Operations | Multi-Channel Marketing | P&L Optimization | AI Systems

Co-Founder, BK Blueprint. Digital commerce and general management leader with 15+ years driving eCommerce strategy, long-range planning, and profitable growth across DTC, marketplaces, and digital wholesale. Proven ability to own P&L across international brand portfolios while leading teams through acquisition, restructuring, and rapid change. Growth-focused, with deep expertise in Amazon Marketplace operations and a pragmatic, operator's view of applying AI to real business problems.

Areas of Key Emphasis: Market Planning · Digital Strategy · P&L Management · Change Management · Multi-Marketplace Distribution · Team Management · Process Optimization · Data Analysis & Reporting · Artificial Intelligence · Agentic Commerce · Marketing Strategy · Business Development · Performance Management · Merchandising Strategy · Advertising Automation

Technical: Amazon Vendor/Seller Central, Walmart Vendor/Seller Suite, AI SaaS (OpenAI, Gemini, etc.), SPS Commerce, PowerBI, JIRA, Salsify, Syndigo, Widen DAM, Centric PLM, Airtable, NuORDER, Stackline

PROFESSIONAL EXPERIENCE

SVP of Digital Commerce | Buffalo Games Holding Corp.

Private Equity | <250 employees | December 2024 – June 2026

Led end-to-end digital commerce for a \$100M GMV multi-brand portfolio spanning puzzles, games, sporting goods, and educational toy products, blending high-level strategy with hands-on execution in a lean-resource, PE-backed environment.

- Full P&L accountability for a \$100M digital commerce division, delivering sustained growth through strategic planning, operational rigor, and cross-functional leadership
- Built and led a high-impact team of 10 direct reports while orchestrating an additional 10 cross-functional resources across technology, data management, and business intelligence
- Personally led post-acquisition integration across four entities, aligning teams, processes, and go-to-market execution
- Developed and executed long-term, scalable growth strategies for domestic and international markets
- Active board-level contributor, presenting strategic initiatives, performance insights, and growth roadmaps to the Board of Directors
- Led the company's AI Steering Committee, implementing AI solutions to streamline workflows and enhance decision-making

Vice President of Digital | EastPoint Sports, Ltd. LLC

Subsidiary of Buffalo Games | Private Equity | <75 employees | April 2022 – December 2024

Led comprehensive eCommerce operations and mid-8-figure GMV revenue strategy across Amazon, Walmart, Wayfair, and DTC channels. Rebuilt the digital organization from the ground up following a full personnel departure prior to arrival, navigating three CEO transitions and the acquisition by Buffalo Games along the way.

- Added 500+ bps in EBITDA within the first 12 months; optimized a \$2M+ retail media budget; closed two underperforming DTC websites
- Rebuilt a high-impact, lean team across all major marketplace pillars — 100% retention from day one
- Grew Amazon revenue 25%; orchestrated the transition from Direct Import to Domestic business while cutting retail media spend 30%
- Evaluated a 1,000+ SKU catalog: cut negative-margin items (20%) and introduced 25–30% new margin-accretive SKUs over 24 months
- Successfully launched Walmart's 3P marketplace; achieved 5-figure GMV in 3 months with 2–3x inventory turn on select items
- Led Enterprise Master Data, BI, and SaaS (PIM, PM, PLM) initiatives across a 40K-item catalog spanning 3 companies
- Led eCommerce due diligence during M&A activity, including data room evaluation and acquiree management meetings

Vice President, Global Marketplaces & Pure Play | KEEN, Inc.

Portland, OR (Remote) | Private | <300 employees | January 2020 – April 2022

Spearheaded global marketplace strategy and pure-play penetration across North America, EMEA, and APAC, including Amazon, Zappos, Walmart, eBay, Zalando, Tmall, JD.com, ZOZOTown, Rakuten, and Mercado Libre. Progressed from Senior Manager to VP in under two years.

- Managed a global \$100M Amazon P&L and \$125M global marketplace budget
- Led 25+ team members overseeing 125K ASINs globally; drove international team expansion
- Supported corporate long-range planning with up to 3-year financial plans targeting +20% CAGR
- Pioneered continuous improvement across cross-border expansion, supply chain efficiency, and data centralization

Global Wholesale Marketing Manager & Channel Marketing Manager, Utility | KEEN, Inc.

Portland, OR | Private | May 2017 – January 2020

Directed wholesale marketing, trade shows, and PPC strategy for eCommerce and Amazon channels. Instrumental in generating 75% of Utility's global revenue through strategic agency partnerships. Oversaw marketing activation for 750+ wholesale partners and a 25-member global sales team across a \$100M business.

Category Marketing Manager, Basketball & Jordan Brand | Eastbay, Inc. (Foot Locker, Inc.)

Wausau, WI | NYSE: FL | October 2014 – December 2016

Directed digital marketing operations for 7 product categories, managing a team of 6 and driving a \$125M business to 20M+ consumers. Transformed the basketball category from -20% to +5% in under 18 months.

Merchandiser | Eastbay, Inc. (Foot Locker, Inc.)

Wausau, WI | NYSE: FL | October 2013 – October 2014

Owned merchandising operations for a \$51M basketball sales goal. Identified and led the company's first influencer marketing program.

Regional Marketing Specialist | Frontier Communications Inc.

Wausau, WI | NYSE: FYBR | May 2012 – October 2013

Led marketing strategy and event management across 13 states, including Wausau's first-ever #FrontierFest.

ADVISORY & BOARD ROLES

Syndigo — Customer Advisory Board Member | October 2025 – Present

BWG Connect — Advisory Board | January 2023 – Present

EDUCATION

MBA in Leadership & Management — Concordia University-Portland

BS in Sport Management & Business Administration — University of Wisconsin-La Crosse

HONORS

Industry Trailblazer, Syndigo Connect 2026 · Game Changer Award · Chamber of Commerce New Business of the Year (2011–2012) · Academic Dean's List · International Scholar Laureate Program · Gold Key Chapter International Honor Society

EXTRACURRICULAR(S)

Current: Family (Partner & Dad of 2) · DIY / Home Improvement · Basketball, Soccer & Golf · Water Sports (Boats, Skiing, Wakeboarding) · Pro-Bono Consulting (Marketplaces + Omni-Retail)

Previous: Event Consultant, United Soccer Coaches Convention · Player Administration, Prime Pro Events · Athlete & Captain, UW-La Crosse Soccer · Head Coach, MC United U16 Boys State Soccer · Judge, Regional DECA Competition