



EXECUTIVE OVERVIEW

Matt Krueger

DIGITAL COMMERCE · GLOBAL MARKETPLACES · AI STRATEGY

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"You cannot automate what is not organized."

THE OPERATING THESIS BEHIND FIFTEEN YEARS OF BUILDING

BY THE NUMBERS

\$100M

Digital commerce P&L owned, twice. Once at Buffalo Games, once as a global Amazon P&L at KEEN.

20+

Direct and cross-functional team members led

10

Countries operated across, North America to APAC

3

Digital organizations built or rebuilt from the ground up

THE TRAJECTORY

2012	2014	2017	2020	2022	2024	NOW
Marketing Specialist Frontier	Category Manager Eastbay / Foot Locker	Global Marketing Mgr KEEN	VP Global Marketplaces KEEN	VP Digital EastPoint Sports	SVP Digital Commerce Buffalo Games	Founder & CEO BK Blueprint & BK Built

HOW I OPERATE

A builder, not a quick fix

Fast, cheap, and easy is someone else's offer. Set the strategy for the long game, show real progress along the way, and re-strategize as the ground moves.

Work ethic over raw talent

A unit that works hand in hand beats a roster of specialists. Value veterans who will bring younger talent up behind them.

Buy well, build selectively

AI now moves faster than most build timelines. The edge is in choosing well and keeping real expert oversight on what gets bought.

Build teams that outlast me

Plan for the day I am not there. Cross-train, delegate, document. No single point of failure, and nobody who is the only one who knows something.

Deliver the work, not the hours

The forty-hour, five-day week is not the measure. Remote and flexible by conviction, with in-person time spent where it genuinely compounds.

Change or die, and know the work

Adapt hard to new technology, and still believe in doing manual labor and teaching the next generation the value of it.

WORKING WITH AI, IN PRACTICE

30 deliverables on the ledger

Every one logged with a baseline estimate, actual time, the resulting multiplier, and whether anything had to be caught and corrected. The misses are in there too.

Verify, then date-stamp

No interface or process instruction ships from model memory. Verified against the live system, stamped with tool, method, and date, and treated as stale on a clock.

48 documented failure cases

A running casebook of AI failure modes from live production work, each with what the tell was and what standing rule came out of it.

13 custom agent skills, 20+ systems wired

A single structured context layer every tool reads from, because the thesis only works if you run it on yourself first.

Built on: Anthropic Claude & Claude Design · OpenAI · Google Gemini, AI Studio, Workspace & Cloud · BigQuery · Make.com · HubSpot · Zoho · Webflow · Vercel · GitHub · Obsidian · Model Context Protocol connectors across all of it

THE RANGE

My boardroom is a corporate office and a job site. A meeting in Chicago on Tuesday and a ranch in Montana or a deer camp in northern Wisconsin by the weekend. Raised in Wisconsin, built a career through Kansas City and Portland, now home in Pittsburgh. Fifteen years and well past ten thousand hours in digital commerce and retail, and a running ledger of every hour spent building with AI since. Every situation prepares you for the next one, which is the only reason the hard stretches were worth anything.

WHERE I'M HEADED

General Manager, COO, Chief Commercial Officer, Chief AI Officer, CEO. Operating roles where digital, data, and AI are the growth engine rather than a side project.

CURRENTLY BUILDING

BK Blueprint, an AI systems and digital commerce advisory practice, and BK Built LLC, a Pennsylvania field-services company. Both from zero.

OFF THE CLOCK

Dad to Harper and Grayson. Duke basketball and Packers football, non-negotiable. Mamba mentality as a standard, not a slogan. Hunting, water sports, and anything that needs building by hand.



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DIGITAL COMMERCE · GLOBAL MARKETPLACES · AI STRATEGY & TRANSFORMATION

Vice President / SVP / EVP / Head of Marketplace · building toward General Manager, COO, Chief Commercial Officer, Chief AI Officer

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EXECUTIVE SUMMARY

Digital commerce and AI systems executive with 15+ years building and scaling ecommerce, marketplace, and P&L operations for global consumer brands. Owned a \$100M digital commerce P&L, led teams of 20+ across ten countries, and rebuilt the digital organization at three separate companies. Chaired an enterprise AI Steering Committee and delivered the governance, policy, and infrastructure behind a company-wide AI program. Founder of two operating businesses. Operates on a single thesis: clean, centralized data is the prerequisite for AI that produces value rather than cost.

CORE COMPETENCIES

Leadership: P&L Ownership · General Management · Global Team Leadership · Organizational Design · Change Management · Board Reporting · Succession Planning · Talent Development

AI & Data: AI Governance & Policy · AI Strategy & Adoption · Center of Excellence Design · Enterprise Master Data · PIM / PXM Architecture · Business Intelligence · Systems Architecture · Process Automation

Commercial: Digital Commerce · Multi-Marketplace Distribution · Route to Market · Amazon & Walmart Strategy · DTC · Retail Media · Merchandising Strategy · Pricing & Margin Optimization · M&A Integration & Due Diligence · International Expansion

AI & Cloud: Anthropic Claude & Claude Design · OpenAI · Google Gemini, AI Studio, Workspace & Cloud · BigQuery · Model Context Protocol · Make.com · GitHub

Commerce & Ops Platforms: Amazon Vendor & Seller Central · Walmart Vendor & Seller Suite · Salsify · Syndigo · Centric PLM · Widen DAM · SPS Commerce · Stackline · PowerBI · HubSpot · Zoho · Webflow · Vercel · JIRA · Airtable

PROFESSIONAL EXPERIENCE

Co-Founder & Chief Executive Officer

September 2024 – Present

BK Blueprint LLC · Pittsburgh, PA

AI systems and digital commerce advisory practice. Built part-time alongside a full-time executive role through June 2026; full-time since.

- Built ChiefOS, the practice's framework for AI governance, digital transformation, and Center-of-Excellence architecture, now its flagship product line
- Advise ecommerce, marketplace, and Amazon-selling brands on the operational and data foundation AI initiatives require to drive revenue rather than add cost
- Direct the practice's public technical presence, including architecture and oversight of AI governance and systems-design frameworks published at github.com/mattjkrueger
- Serve on expert-network advisory panels (Guidepoint and peer platforms) for consumer product and marketplace strategy engagements

Founder & Chief Executive Officer

2026 – Present

BK Built LLC · Pittsburgh, PA

Pennsylvania residential and light-commercial field-services company, formed 2026 to carry a service line originally built and proven inside BK Blueprint.

- Founded and incorporated the entity end to end: LLC formation, EIN, operating agreement, banking, insurance, and a contractor-specific chart of accounts in a standalone accounting system
- Built the full operating stack from zero, including quoting and estimating tooling, job lifecycle SOPs, safety policy, pricing model, and subcontractor process
- Own commercial strategy, pricing, margin, and delivery for every engagement

SVP of Digital Commerce | Analytics | Technology

December 2024 – June 2026

Buffalo Games Holding Corp. · Private Equity · <250 employees

Led end-to-end digital commerce, analytics, and technology for a \$100M GMV multi-brand portfolio spanning puzzles, games, sporting goods, and educational toys. Role eliminated June 2026 in a portfolio-wide restructuring.

- Held full P&L accountability for a \$100M digital commerce division, delivering sustained growth in a lean-resource, PE-backed environment
- Chaired the enterprise AI Steering Committee of 10+ cross-functional leaders; authored company AI policy and the tooling and process protocol governing adoption
- Led enterprise deployment of OpenAI and Anthropic Claude, and built a centralized company context and memory layer so AI tools worked from a single shared source of truth
- Delivered a company-wide chatbot spanning three separate ERP systems, plus a company dictionary and glossary that standardized language for downstream AI use cases
- Began automating recurring project work for a centralized Digital Center of Excellence serving every business unit
- Built and led a team of 10 direct reports while directing 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
- Presented strategic initiatives, performance, and growth roadmaps to the Board of Directors as an active board-level contributor

PROFESSIONAL EXPERIENCE (CONTINUED)

Vice President of Digital

April 2022 – December 2024

EastPoint Sports, Ltd. LLC · Subsidiary of Buffalo Games · Private Equity

Led eCommerce operations and mid-8-figure GMV revenue strategy across Amazon, Walmart, Wayfair, and DTC. Rebuilt the digital organization from the ground up after a full personnel departure, through three CEO transitions and an acquisition.

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

Vice President, Global Marketplaces & Pure Play

January 2020 – April 2022

KEEN, Inc. · Portland, OR

Led global marketplace strategy 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 Vice President in under two years.

- Managed a global \$100M Amazon P&L and a \$125M global marketplace budget
- Led 25+ team members across the United States, Canada, United Kingdom, Netherlands, Germany, Japan, Australia, Mexico, China, and India, overseeing 125,000 ASINs globally
- Supported corporate long-range planning with three-year financial plans targeting +20% CAGR
- Drove continuous improvement across cross-border expansion, supply chain efficiency, and data centralization

Global Wholesale Marketing Manager & Channel Marketing Manager, Utility

May 2017 – January 2020

KEEN, Inc. · Portland, OR

- Generated 75% of the Utility category's global revenue through strategic agency partnerships
- Directed marketing activation for 750+ wholesale partners and a 25-member global sales team across a \$100M business

Early Career

2012 – 2016

Eastbay, Inc. (Foot Locker, Inc.) · Frontier Communications · Wausau, WI

- Category Marketing Manager, Basketball & Jordan Brand, Eastbay (2014–2016): directed digital marketing across seven product categories and a team of six, driving a \$125M business to 20M+ consumers and turning the basketball category from -20% to +5% in under 18 months
- Merchandiser, Eastbay (2013–2014): owned merchandising operations against a \$51M basketball sales goal and launched the company's first influencer marketing program, working directly with professional athlete talent including Stephen Curry, Andrew Wiggins, Kelley O'Hara, and Gyasi Zardes
- Regional Marketing Specialist, Frontier Communications (2012–2013): led marketing strategy and event management across 13 states

ADVISORY & BOARD ROLES

Syndigo · Customer Advisory Board Member October 2025 – Present

Shapes product strategy for Syndigo's PIM platform alongside company leadership.

BWG Connect · Advisory Board January 2023 – Present

Advises the CEO on emerging eCommerce trends, vendor platforms, and technology.

EDUCATION

Master of Business Administration (MBA), Leadership & Management · Concordia University-Portland

Bachelor of Science, Sport Management & Business Administration · University of Wisconsin-La Crosse

HONORS & INTERESTS

Honors: Industry Trailblazer, Syndigo Connect 2026 · Game Changer Award · Chamber of Commerce New Business of the Year · Academic Dean's List · International Scholar Laureate Program · Gold Key International Honor Society

Interests: Dad to two · Duke basketball and Green Bay Packers · Hunting and water sports · DIY and home building · Pro-bono consulting for marketplace and omni-retail founders · Former collegiate soccer athlete and captain, and youth soccer head coach