

Thomas Knoll Biography

Thomas Knoll is an entrepreneur and business professional with a track record of success in diverse environments. He has international business experience across multiple industries including corporate innovation management and consulting, technology, e-commerce, outdoor and sports equipment, apparel, sustainable and technical hard goods, and importing and distribution.

Thomas is currently the Founder and CEO of Innov8rs CoLab, an expert network of Chief Innovation Officers and growth leaders from some of the largest organizations in the world. He helps innovation teams solve big innovation and growth challenges through the development of growth, innovation, and change management programs. He facilitates and leads working sessions where members of Innov8rs CoLab develop and implement best practices.

Before i8CoLab, Thomas was the Managing Director and Co-Founder of the US business for C.A.M.P SpA (an Italian-based manufacturer that owns CAMP, CAMP Safety and Cassin brands). He built and led an industry-leading team that drove profitable growth during his tenure (highlights include establishing CAMP as the market's premium climbing and mountaineering brand, and also launching and cementing the CAMP brand's foundation in the market). In concert with a long-term partnership with the stable of CAMP brands, he established and led importing and distribution agreements through the organization he and his wife founded with leading manufacturers from Germany, Italy, Portugal, Canada, New Zealand, Asia, South Africa, U.K., France, Spain, India, Japan and South America.

After successfully selling controlling interest in the importing and distribution business he founded, Thomas launched Rapidlee Marketing Partners. This organization represented and advised innovative impact and environmental entrepreneurs with Amazon.com business strategies and operations. He helped manufacturers and brands with search engine optimization, facilitated marketing and advertising programs, built awareness of emerging brands and products, on

one of the most widely used e-commerce platforms. His most important accomplishment was establishing Amazon as a top customer for many of his partner clients.

Thomas' diverse experience can be highlighted by leadership roles with Westcomb Outerwear as the US Sales Manager, Kelty in sales and customer service and with Earthwerx in importing and distribution. Thomas is also committed to supporting entrepreneurial groups and community activities, and serves as a Board Member and Advisor to Colorado Succeeds - a network of Colorado business leaders who have joined forces to make sure the education system works better and smarter for all the people of Colorado, the Student Accountability Committee for the Boulder Valley School District, Eco-Brands Group PBC - a B-Corporation dedicated to maximizing valuable environmental resources, and Adventures Academy - an organization with a goal of deepening the engagement of entrepreneurs, investors, and the growth ecosystem surrounding purpose-drive enterprises. Along with serving on the boards of these amazing organizations, Thomas advises entrepreneurs and innovators across a spectrum of businesses including technology, cable, economic development, ad tech, law, federal labs, manufacturing, importing and distribution, e-commerce, online marketing and impact and socially oriented organizations.

To remain competitive Thomas has committed to adult education through The Aji Network and has participated in many of their programs and coursework. The Aji Network's mission is to help business professionals produce lifestyle, financial and business ambitions in the top 1% of the marketplace. The programs Thomas has participated in, including the Business Professional's Course, The Aji Source Fundamental Strategy, The Sales Course and the Aji Source, have enabled him to stay competitive in a rapidly changing, computer-based, global marketplace. During the course of these studies he adopted the framework of the 'Permanent Domains of Human Concerns' popularized by Dr. Fernando Flores. The Aji Network's offers produce a higher return on investment than the top 50 MBA schools in the US.

Thomas continues to engage with partners and collaborators who have a shared background of producing top 1% income while living a good life and not compromising the most meaningful concerns. The most significant output from these collaborations is the publication of The TuCK Project. An acronym for 'The Uncommon Knowledge Project', TuCK is a 390-page body of work that assembles common descriptions of business concerns in an uncommon way. Serving as co-leader and author, Thomas and 22 working groups published essays on each of the Permanent Domains of Human Concerns for Business including Constitution, Finance and Capital, Sales, Production and Strategy. TuCK remains an invaluable reference for scores of business professionals working to produce in the top 1% of the marketplace. Along with publishing the TuCK project, Thomas has also authored several essays and papers including: Politics in Business, Innovation and Design, and Marketplace Drift in a Global Marketplace.

The mentoring philosophy Thomas subscribes to is Give First. The underpinning of Give First includes offering help to colleagues, acquaintances and collaborators with no immediate expectation of getting back. This philosophy has been adopted by the proficient venture-capitalist Brad Feld and now permeates the Colorado Innovation Community where Thomas lives, works and plays. This is a basis for the business and mentoring practices Thomas uses on a daily basis. He has and continues to mentor undergraduates, graduates and PhD's along with entrepreneurs, business professionals, intra-preneurs and innovators.

He attended Christian Brothers College in St. Louis, Missouri where he played soccer and helped win a state championship for his school. He also attended Missouri State University where he earned his undergraduate degree in Communications, Business and Marketing and was a member of Sigma Phi Epsilon where he served on multiple committees including Social and the Inter-Fraternity Council. During his undergraduate studies he played several intramural sports and served on SIFE (Students in Free Enterprise) where his earliest entrepreneurial instincts were developed.

When not working, Thomas can be found exploring the wilderness with his family, playing sports with his children, competing in weekly trivia with friends, reading, meditating, writing and traveling. He's also been a wilderness explorer, athletic coach, mountain climber and a bartender. He lives in Louisville, Colorado with his wife, two children and adorable yellow lab.