



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Karl Mueller</i>		
Board/Commission Name: <i>Pioneer Square Preservation Board</i>		Position Title: <i>Retail member</i>
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		Term of Position: * <i>3/2/2022</i> to <i>3/1/2025</i> <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>na</i>	Zip Code: <i>98104</i>	Contact Phone No.: <i>[REDACTED]</i>
Background: Karl Mueller is a co-owner of Intrigue Chocolate Co in Pioneer Square. He has lived in the District for the last 7 years and worked in the district since 2007. He participates in volunteer activities with the Alliance for Pioneer Square and formerly serving and treasurer for Historic South Downtown from 2014-2015. He said it is important to recognize the importance of storytelling to understand what we are trying to preserve. As a business owner he offers his insight to both the applicants and the business owner regarding the challenges of owning a business and meeting aesthetic requirements important to the unique and precious neighborhood.		
Authorizing Signature (original signature): <i>Bruce A. Harrell</i> Date Signed (appointed): 6/22/2025		Appointing Signatory: <i>Bruce A. Harrell</i> <i>Mayor of Seattle</i>

*Term begin and end date is fixed and tied to the position and not the appointment date.

Karl Mueller

Marketing Director

WORK EXPERIENCE

Co-Founder – Intrigue Chocolate Co, Seattle WA

Feb 2007 - Present

Intrigue Chocolate is a small, artisanal company that celebrates the discovery of flavor through chocolate. My role as co-founder is to focus on growth by understanding the customer, encouraging them to stop by one of our two retail locations to taste chocolate, and set company vision by emphasizing Intrigue's core customer value: unique chocolate experiences that can be shared.

Marketing

- Customer engagement – by working directly with the customer in retail stores and by engaging them on social media channels and review sites, I obsessed over customer feedback which helped prioritize internal projects that attract more of our ideal customer, develop customer “A-Ha!” moments, and set company vision that supports our core value.
- In a rebrand, I set creative pillars, logo and messaging strategy, retail interior design guidelines, and invented custom packaging to meet customer needs.
- Launched 3 successful crowd-sourced funding campaigns, raising a total of \$75,000 from over 600 backers, requiring creative assets (video, photography), and communication strategies (social media, PR) to earn trust.

Project Management & Retail

- Project-managed the construction of 3 food-preparation locations - a production kitchen (2010), a boutique chocolate retail shop (2015), and a coffeehouse (2018).

Business Admin & Management

- Maintained a staff of 14 high-performing individuals. Every member of the team is customer facing, and participates in the creation of chocolate products to encourage a sense of ownership.
- Wrote and presented business plans to secure bank loans.
- Grew revenue from 40,000 annual sales in 2014 to over \$600,000 in sales (est) for 2019.

Digital Marketing Consultant, Lazar Marketing, Seattle WA

May 2014 – Feb 2016

Lazar Marketing is a digital advertising agency. My specialty in SEM was beneficial to B2B, B2C, and app companies such as Amazon, TDWI, and Dolly app. I constructed advertising frameworks that enabled these brands to launch new products and campaigns, sell event tickets, generate leads, and promote app downloads on mobile. (part time)

Marketing Manager, Redfin, Seattle WA

Aug 2011 – Apr 2014

Redfin is a real estate brokerage powered by a search website. My role was to own the development of internal tracking and testing platforms that ensured successful advertising campaigns. I focused on the ability to measure and optimize, and then educated stake holders in what we learned about the customer lifecycle for real estate, and re-branded messaging. I launched the first paid marketing campaigns using paid search, mobile display, radio, mailers, and YouTube television commercials.

Director of Paid Search Marketing, EducationDynamics, Seattle WA

Feb 2007 – Apr 2011

EducationDynamics, based in Hoboken NJ, finds individuals looking to improve their education and connects them with online schools that best match their interests. I managed teams in 3 separate geographical locations responsible for a combined \$2m advertising spend. When I inherited the department our team was a cost leader in the organization. By the end of my term, the department was profitable, producing more leads, and I was later recognized by the CEO with the 2010 company MVP award.

EDUCATION

B.A., Business Administration and Marketing, Cal Poly Pomona in 2005

VOLUNTEER ACTIVITIES

Grant Review and Approval Board for Seattle Historic Districts (February 2019 – Ongoing)

Treasurer for Historic South Downtown (December 2014 – December 2016)

Pioneer Square Preservation Board

Ten Members: Pursuant to 110058, all members subject to City Council confirmation, 3-year terms:

- # City Council-appointed
- 10 Mayor-appointed
- # Other Appointing Authority-appointed (specify):

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
8	F	2	1.	Property Owner	Kianoush Curran	3/2/20	3/1/23	2	Mayor
6	F	7	2.	Historian	Maureen R. Elenga	3/2/22	3/1/25	2	Mayor
6	M		3.	Property Owner	Henry Watson	3/2/22	3/1/25	1	Mayor
			4.	Get Engaged	Vacant (No candidate)	9/1/21	8/31/22	1	Mayor
5	NB	2	5.	At Large	Lauren Kush	3/2/22	3/1/25	2	Mayor
3	M		6.	Architect	Jose Lorenzo-Tores	3/2/21	3/1/24	1	Mayor
2	M	N/A	7.	Human Services	Steven D. Sparks	3/2/22	3/1/25	1	Mayor
6	F	2	8.	Attorney	Lindsey Pflugrath	3/2/20	3/1/23	1	Mayor
6	M	2	9.	Retail	Karl Mueller	3/2/22	3/1/25	1	Mayor
1	F	N/A	10.	Architect	Sohyun Kim	3/2/22	3/1/25	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

	SELF-IDENTIFIED DIVERSITY CHART		(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)		
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	4	4		1	1	1	1		1	4		1	
Council													
Other													
Total	4	4		1	1	1	1		1	4		1	

Key:

*D List the corresponding Diversity Chart number (1 through 9)

**G List gender, M= Male, F= Female, T= Transgender, NB= Non-Binary O= Other U= Unknown

RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.