



CARLI BLUM, CEO

From age 7, Carli knew that she was going to Purdue University to become an engineer. "At 7 I didn't know what that meant. I just wanted to be like my dad."

And he would be proud. Before he passed in 2006, Louis Blum asked his daughter to help make her brother's dream come to fruition. "My Dad believed in Nick's work, and wanted to see it happen. However, I needed a little convincing."

Carli graduated from Purdue in 2005 as planned with a degree in industrial engineering. "I was always into math and science and understanding how things worked."

Though just 24, Carli has arguably been working in metals manufacturing for more than a decade. "My Dad started a business making cryogenic tanker trailers in 1993. As a teenager, I started learning the business from the secretaries and worked my way around the company."

Carli got the convincing she needed to start BlumLux shortly after Nick created his first prototypes. "I couldn't believe people's reaction, so I did some market research and began to understand there was a real need."

As for running a business, Carli says, "I always wanted to have a passion for something like Nick does." And now she does. "I'm an organized, structured person who thrives on the edge of chaos." When asked how a 24 year-old can be an effective CEO she responds, "I surround myself with smart people who have minds of their own." And when someone does greet her with, "I thought you'd be older," she flatly replies, "Yes. Now here's what I want."