



Jake Karls

Co-founder + Chief Rainmaker at Mid-Day Squares

Jake Karls is a different type of business leader – unapologetically authentic, refreshingly relatable, and completely free of bs

He is the Co-founder and Chief Rainmaker of Mid-Day Squares, the good-for-you chocolate brand that turned a kitchen-table dream into a global household name. Mid-Day Squares is leading the disruption of an extremely competitive vertical with a winning team, innovative marketing strategy, and fearless spirit.

The secret ingredient fueling the brand’s stratospheric growth? Genuine human connection. Jake’s role is to build the brand’s network and visibility. To hear him speak is to understand how he does it. By prioritizing relationships, harnessing the power of storytelling, and being himself, Jake has cultivated the loyalties of investors, buyers, journalists, influencers, his own team, and of course, the chocolate-loving community. Even Kim Kardashian is a fan.

He and his business partners, who happen to be his sister and brother-in-law, are strong proponents of a healthy corporate culture and emotional well-being, and even get together for regular business therapy sessions. Empathy and open communication are engrained in the culture at Mid-Day Squares, promoting long-term success and sustainability.

Jake is recognized as a rising star in the business world. He was a finalist in EY’s Entrepreneur of the Year awards, was named to Forbes’ 30 Under 30 list for 2023 (Food and Beverage category), and is featured as a regular contributor to media outlets across North America.

Keynotes by Jake Karls offer valuable, practical insights and his unique and unfiltered takes on some universally relevant themes. Your audience will come away hyped, energized, and ready to take on the world.

Ways to Connect

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