



haku's Chief Executive Officer

Carlos Escobar

Carlos Escobar is the Chief Executive Officer of haku, the unparalleled technology partner leading innovative solutions for the endurance industry. Founded in 2013 in Miami, Florida, haku was founded by Carlos and his brother, Jose, and is based on the belief that big dreams, hard work, and integrity can take you anywhere.

Carlos has been working in the tech industry for more than 20 years, beginning in healthcare, and eventually overseeing Business Development for an entire company.

Carlos is a graduate of the Engineering School at the University of Miami and holds an MBA from Florida International University. Previous to founding haku, he was one of the first employees at Florida's premier healthcare technology company, where he served as Vice President of Technology overseeing all technology initiatives for the organization. An avid athlete, he enjoys running marathons, playing soccer, and has completed two full Ironmans. Escobar brings this passion for life to haku, where he strives for excellence in every dimension of his role. Carlos believes haku's most significant asset is its people and his focus lies within treating employees with the utmost integrity and respect.

haku is at the forefront of the endurance industry; it doesn't take shortcuts and explores every aspect of its business an inch wide and a mile deep. For the long run.

Carlos lives with his wife and 2 sons in Miami, FL, where haku is headquartered.