
CEO: Eugene Krabs

Title: Chief Executive Officer

Backstory:

A former restaurateur turned wellness mogul, Mr. Krabs founded Eloheh after realizing that profit and purpose could coexist. Inspired by his daughter Pearl's interest in fitness and his own journey toward heart health, he pivoted from fast food to fitness tech. His sharp business instincts and relentless drive helped Eloheh secure early funding, scale production, and land major retail partnerships. Though frugal to a fault, Krabs is fiercely loyal to his team and believes in building a legacy that lasts longer than buried treasure.

CFO: Squidward Tentacles

Title: Chief Financial Officer

Backstory:

Squidward joined Eloheh after leaving a soul-crushing job in customer service to pursue a more refined career in finance. With a background in accounting and a passion for structure, he brought fiscal discipline to Eloheh's rapid growth. Known for his dry wit and love of spreadsheets, Squidward ensures every dollar is tracked, every forecast is airtight, and every investor update is delivered with classical precision. He's skeptical of Krabs' big ideas but secretly proud of the company's impact on mental wellness — especially its meditation band.

COO: SpongeBob SquarePants

Title: Chief Operating Officer

Backstory:

SpongeBob's boundless energy and operational optimism make him the heartbeat of Eloheh. After years of managing the chaos at the Krusty Krab, he mastered multitasking, team morale, and quality control. At Eloheh, he oversees day-to-day operations, coordinates supply chain logistics, and leads employee wellness initiatives with infectious enthusiasm. His commitment to inclusivity and joy-driven leadership has made Eloheh a top-rated workplace. He still wears his fitness tracker with pride — even during jellyfishing.
