

Matt Michalowski

Los Angeles, CA

app.og1.app/p/mattmich

Biography

Matt Michalowski is the founder and CEO of RecruitPulse (Draft Automation, Inc.), an AI-powered recruiting CRM built for college football programs. He co-founded the company in 2025 with his brother Brian, a Division I coach, to solve the recruiting workflow chaos that programs live with. RecruitPulse turns scattered spreadsheets, texts, and film notes into one system that staffs actually use. The company launched with the University of Oregon football program as its anchor partner and has run pilots across more than 20 Division I programs.

Before RecruitPulse, Matt built and sold PXL, a creative agency he grew from zero to \$3M in annual revenue and exited in 2019. He also runs Tackle, a creative technology consultancy serving entertainment clients. A W.P. Carey School of Business (Arizona State University) graduate and Hall of Fame inductee, he is based in Woodland Hills, California.
