



ASHLEI ROLLOFF

FOUNDER & CEO, NERD HERD
FOUNDER, BUILD AI INSTITUTE
HOST, HVAC LEADERS
KEYNOTE SPEAKER

EARNED AUTHORITY

\$1M+

AGENCY REVENUE · YEAR ONE

20

TEAM LED AS VP MARKETING · THREE
DEPARTMENTS

10+

YEARS OF AHR INDUSTRY PRESENCE

15+

HVAC LEADERS EPISODES

85.7% U.S. LISTENERS · 71.4% AGE 45+
CONCENTRATED IN OWNERSHIP &
LEADERSHIP ROLES

2022 ADFED 32 UNDER 32
2023 WAVEMAKER AWARDS ·
OUTSTANDING MENTOR · TEAMWOMEN
B.S. BUSINESS, MANAGEMENT &
MARKETING · METRO STATE UNIVERSITY
DECA COMPETITION JUDGE · DISTRICT &
STATE
MINNEAPOLIS, MN

OPERATOR / FOUNDER / HUMAN-FIRST AI LEADER

Ashlei Rolloff has spent over a decade embedded in the commercial HVAC industry. She knows it from the operator seat, earned over ten years inside the business and six of them on a commercial rep firm floor.

THE ORIGIN OF NERD HERD

Her qualifications are earned. Ashlei spent six years inside a commercial HVAC rep firm, rising to VP of Marketing at SVL Inc. over a team of twenty across three departments. She built an internal marketing agency from scratch that crossed \$1M in revenue within its first year. SVL recognized what she had built and moved the agency under the Nerd Herd umbrella. That agency became Nerd Herd.

As CEO and Founder of Nerd Herd, a B2B growth consultancy and AI education firm, she works exclusively with manufacturers and rep firms across the HVAC, AEC, and MEP industries. Through BUILD AI Institute, she teaches people how to buy back their time, collapsing the hours it takes to get the work done so more of life goes to what matters most, whether that's family, hobbies, or simply more joy and fulfillment.

Her work is built on a foundational belief that most technical businesses are underestimating their own market position. The gap between where they think they are and where they could be rarely lives in one place. It sits at the intersection of sales, operations, and marketing, and the businesses that close it fastest are the ones willing to look at all three at once. That is the work Ashlei does.

What she discovered while building the agency shaped everything she teaches now. You can hit every external metric and still be running at half your real capacity. The bottleneck was her own leadership, more specifically her self-leadership, and AI was what helped her see it clearly for the first time.

Today she leads BUILD AI Institute alongside Nerd Herd's consultancy practice, running live bootcamps and monthly trainings built on one belief: you can have abundance with ease, and working 50+ hours a week is not the answer. Her keynote, *From Chaos to Conscious*, teaches leaders that AI should create more humanity in their organizations.

The results her clients see are measurable. Positioning that finally matches what the business can actually do, and communication systems that hold up as the company grows. Ashlei has been a recognized presence at AHR across more than a decade of appearances and is a trusted voice for owners who want strategy that holds up under pressure.

She hosts HVAC Leaders, a podcast built for decision-makers in commercial HVAC. She was named an AdFed 32 Under 32 winner in 2022 and received Outstanding Mentor recognition at the 2023 WaveMaker Awards by TeamWomen. She volunteers as a DECA competition judge and holds a Bachelor of Science in Business, Management, and Marketing from Metro State University.

WHAT AUDIENCES EXPERIENCE

Audiences leave with a clear-eyed view of where their business actually stands and a framework they can put to work Monday morning. And they get it from someone who already knew their world before she walked on stage.

FROM CHAOS TO CONSCIOUS

WHY AI SHOULD MAKE YOU MORE HUMAN, NOT LESS

How AI becomes a human-first leadership advantage. Clearing the busywork so leaders get back the presence and clarity their teams actually need.

“AI should create more humanity in their organizations, not less.”

ASHLEI ROLLOFF

THE KEYNOTE EXPERIENCE

THE OPERATOR SEAT

She knows the business from the operator seat.

Over ten years inside the business and six of them on a commercial rep firm floor.

THE HUMAN-FIRST ADVANTAGE

AI should create more humanity in organizations.

Clearing the busywork so leaders get back the presence and clarity their teams actually need.

MONDAY MORNING

A framework audiences can put to work Monday morning.

Delivered by someone who already knew their world before she walked on stage.

EARNED BEFORE IT WAS TAUGHT

10+ YEARS INSIDE COMMERCIAL HVAC · 6 YEARS ON A REP FIRM FLOOR · \$1M YEAR ONE · TEAM OF 20

WHAT AUDIENCES WALK AWAY WITH

- Why the most AI-forward companies will also be the most human ones.
- The five-part framework for adopting AI while protecting what makes a business trustworthy.
- How to spot the AI that protects the time your team needs for real relationships.
- How to introduce AI to a skeptical team and keep their trust.
- One concrete step to take this week if they feel behind on AI.



WHAT MAKES IT LAND

“Audiences leave with a clear-eyed view of where their business actually stands and a framework they can put to work Monday morning.”

FOR LEADERS ACROSS HVAC, AEC, MEP, AND
TRADE-BASED BUSINESSES

READY TO BOOK ASHLEI?

Pre-interview call available. Ashlei does the prep before she ever steps on your stage, and she shows up on time and ready for your audience.

support@ashleirolloff.com

ashleirolloff.com/contact

nerdherdpro.com · linkedin.com/in/ashleirolloff · [@ashleirolloff](https://twitter.com/ashleirolloff)

ASHLEI ROLLOFF

HUMAN-FIRST AI / LEADERSHIP / COMMERCIAL HVAC

Four producer-ready angles grounded in the industry she came up in, and a point of view your listeners can use Monday morning.

“Audiences leave with a clear-eyed view of where their business actually stands and a framework they can implement Monday morning.”

15+ EPISODES · 85.7% U.S. · 71.4% AGE 45+

INTERVIEW TOPICS & TITLES

01 · FROM CHAOS TO CONSCIOUS

Why AI should make you more human, not less.

How AI becomes a human-first leadership advantage. Clearing the busywork so leaders get back the presence and clarity their teams actually need.

03 · THE BOTTLENECK IS THE LEADER

What she learned when she hit every number and still ran at half capacity.

How AI helped her see the leadership blind spot that was capping her growth.

02 · CONSCIOUS LEADERSHIP

What it takes to make it to the next level.

The next level asks more of who you are as a leader than of what you know.

04 · THE FIVE QUESTIONS TO ASK BEFORE YOU BUY ANOTHER AI TOOL

The BUILD AI Layer, a framework for adopting AI without the overwhelm.

A repeatable five-part lens for skeptical teams who are done with hype.

FEATURED / HEARD

Host, *HVAC Leaders*, reaching decision-makers across commercial HVAC. Guest, *How Good Can It Get?* with Bree Johnson. Panelist, *The Attraction Agency* book launch and live *Schmidt List* recording with Kurt Schmidt. Guest, *Reclaiming Your Hue* with Kelly Kirk. Featured, CanvasRebel Magazine.

SUGGESTED QUESTIONS

- You spent six years inside a commercial HVAC rep firm before starting Nerd Herd. What did that teach you that an MBA never could?
- Your employer handed you the marketing agency you built for them. Walk us through how that happened.
- Why should AI create more humanity in a company?
- What's the first mistake leaders make when they start adopting AI?
- What would you tell a founder who feels behind on AI and doesn't know where to start?

WHAT LISTENERS WALK AWAY WITH

- Why the most AI-forward companies will also be the most human ones.
- The five-part framework for adopting AI while protecting what makes a business trustworthy.
- How to spot the AI that protects the time your team needs for real relationships.
- How to introduce AI to a skeptical team and keep their trust.
- One concrete step to take this week if they feel behind on AI.

READY TO BOOK ASHLEI?

Pre-interview call available. Ashlei does the prep before she ever joins your show, and she shows up on time and ready for your audience.

support@ashleiroloff.com

ashleiroloff.com/contact

nerdherdpro.com · linkedin.com/in/ashleiroloff · [@ashleiroloff](https://twitter.com/ashleiroloff)