



# ***NIKE***

Press Kit

---

Media Contact:

**email:** [media.relations@nike.com](mailto:media.relations@nike.com) | **phone:** 1-212-367-4447



# OUR STORY

In 1971, with just \$1200 in the bank, track and field coach Bill Bowerman and Phil Knight, a middle-distance runner from Portland, Oregon officially founded Nike Inc. But Nike wasn't always Nike. The company was originally founded as Blue Ribbon sports and operated under Japanese shoemaker Onitsuka Tiger.

Knight originally wanted to call the company "Dimension 6," but their very first employee Jeff Johnson came up with the name Nike, an ancient Greek goddess who personified victory.

The first pair of Nike's were the Nike Waffle trainers. Bowerman got this great idea one morning when he and his wife were making waffles. He loved the intricate pattern of the waffle iron and thought it would make a good sole for trainers, thus the Nike Waffle trainers were born.

Bowerman always looked to push the boundaries of invention when it came to the athletes' experience. Coaching track and field for over 22 years at University of Oregon gave Bowerman a particular mindset when it came to developing unique designs to enhance the athlete's performance.

During his time at Nike Bowerman registered more than 7 patents that lit a fire at Nike to continue to innovate and evolve.

Bowerman's vision for Nike was to be a company that created the highest quality training tools to aid in pushing athletes to the next level. His zealous attitude helped redefine the sports industry.

Today Nike has over 540 patents and offers products in several categories.

This year with Chief technology Officer Skip Potter at the helm Nike will continue to redefine the sports industry and break into the technology field.

June 1, 2020 Nike will introduce the Nike Push Performance line which will include the Nike Push (smart watch), and the Nike Push Pods (earbuds).

Yet another tool to aid the athlete in their performance journey.

Nike is more than just a billion dollar company that manufactures athletic shoes and sports equipment. Nike's first priority is always the athlete no matter their age, background, or socioeconomic status.

At Nike anyone with a body is an athlete.

Headquartered in Beaverton, Oregon Fortune lists Nike in "100 Best Companies To Work For". Holding true to Bowerman's original vision for the company Nike plans to bring inspiration and innovation to every athlete in the world. Nike is a big player in the community impact and sustainability arena and believes: If there is no planet. There is no sport.

As a company Nike plans to continue to break barriers and push the boundaries on innovation and athletic performance.

---

Media Contact:

email: [media.relations@nike.com](mailto:media.relations@nike.com) | phone: 1-212-367-4447



# FACT SHEET

## NIKE PUSH PERFORMANCE LINE

Launch Date June 1, 2020

\$150 Push Watch

\$89 Push Pods



### **Founded**

1964 as Blue Ribbon Sports, but the company was renamed to Nike in 1978

### **Employees (2019)**

77,000

### **Executives:**

Skip Potter: Chief Technology Officer

Philip H. Knight: Chairman Emeritus

Mark Parker: Executive Chairman

John Donahoe: President And CEO

Andy Campion: Evp, Chief Financial Officer

Elliott Hill: President Of Consumer And Marketplace

Hilary Krane: Evp, Chief Administrative Officer & General Counsel

Monique Matheson: Evp, Global Human Resources

John Slusher: Evp, Global Sports Marketing

Michael Spillane: President Of Categories And Product

Eric Sprunk: Chief Operating Officer

### **Nike World Headquarters**

One Bowerman Drive

Beaverton, OR 97005

Phone: 1-503-671-6453

7:30 a.m. - 5:30 p.m. PT, Monday - Friday (except holidays).

### **Nike European Headquarters**

Colosseum 1

1213 NL Hilversum

The Netherlands

Phone: +31 35 6266453

### **Nike Greater China Headquarters**

No. 99, Jiangwancheng Road

Yangpu District

Shanghai 200438

Phone: +86-21-52882828

### **North America**

3 countries served

400+ retail stores

40 corporate offices

### **Emea**

46 countries served

600+ retail stores

44 corporate offices

### **Apla**

25 countries served

50+ retail stores

38 corporate offices

### **Greater China**

300+ retail stores

27 corporate offices

Media Contact:

email: [media.relations@nike.com](mailto:media.relations@nike.com) | phone: 1-212-367-4447



# **JOHN DONAHUE**

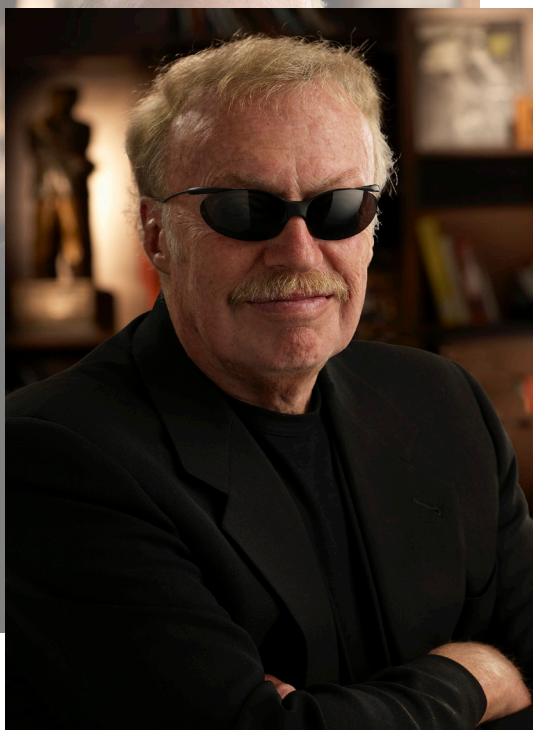
President & CEO

John Donahoe is President and Chief Executive Officer of NIKE, Inc. Before joining Nike as CEO in January 2020, Donahoe had served on Nike's Board of Directors since 2014. Previously he was president and CEO for ServiceNow and eBay, and continues to serve as Chairman of the Board at PayPal. Earlier in his career, he worked for Bain & Company for almost 20 years, becoming the firm's CEO in 1999. Donahoe will lead the continued growth of the Nike Brand as well as NIKE, Inc.'s global business portfolio, which includes Jordan Brand and Converse Inc. He received an undergraduate degree from Dartmouth College and an MBA from Stanford Business School.

---

Media Contact:

**email:** [media.relations@nike.com](mailto:media.relations@nike.com) | **phone:** 1-212-367-4447



## ***PHILIP H. KNIGHT***

Chairmen Emeritus

Mr. Knight, a director since 1968, is Chairman Emeritus of NIKE, Inc. Mr. Knight is a co-founder of the company and, except for the period from June 1983 through September 1984, served as its President from 1968 to 1990, and from June 2000 to 2004. Prior to 1968, Mr. Knight was a certified public accountant with Price Waterhouse and Coopers & Lybrand and was an Assistant Professor of Business Administration at Portland State University. Mr. Knight led Nike from a small partnership founded on a handshake to the world's largest footwear, apparel, and equipment company.

---

Media Contact:

**email:** [media.relations@nike.com](mailto:media.relations@nike.com) | **phone:** 1-212-367-4447



## **MARK PARKER**

Executive Chairmen

Mark Parker served as NIKE, Inc. Chairman, President and CEO for 14 years and continues to serve as Executive Chairman. After running competitively at Penn State University, Parker joined Nike as one of our first footwear designers back in 1979. And he's been at the center of Nike innovation ever since. For more than 30 years, he's brought innovative concepts and engineering expertise into such vital roles as Vice President of Consumer Product Marketing, Vice President of Global Footwear and Co-President of the Nike Brand. He's led the way for Nike Air and a multitude of industry-breakthroughs in product design.

---

Media Contact:

**email:** [media.relations@nike.com](mailto:media.relations@nike.com) | **phone:** 1-212-367-4447



## **ANDY CAMPION**

EVP, Chief Financial Officer

Andy Campion joined Nike in 2007 as Vice President of Global Planning and Development, leading long-range financial and strategic planning. He was appointed Chief Financial Officer of the Nike Brand in 2010, responsible for leading all aspects of financial management for the company's flagship brand. In 2014, he was appointed Senior Vice President, Strategy, Finance and Investor Relations in addition to his role as Chief Financial Officer of the Nike Brand. Prior to joining Nike, he held leadership roles in strategic planning, mergers and acquisitions, financial planning and analysis, operations planning, investor relations, and tax at The Walt Disney Company from 1996 to 2007.

---

Media Contact:

**email:** [media.relations@nike.com](mailto:media.relations@nike.com) | **phone:** 1-212-367-4447





## **ELLIOT HILL**

President of Consumer and Marketplace

Nike's President of Consumer and Marketplace, Elliott Hill is responsible for the Nike Brand's four geographic operating regions: North America; Europe, Middle East and Africa (EMEA); Greater China; and Asia Pacific and Latin America (APLA). He is also entrusted with leadership over Nike's Global Sales organization, Marketing team and the Nike Direct organization. As part of his role, Hill is also responsible for the Jordan Brand. Prior to his current role, Hill was President of Geographies & Sales as well as VP/GM of North America, Nike's largest geography. Since joining Nike in 1988, Hill has held a variety of senior leadership positions in sales and retail, including Apparel Sales Director in Europe, Retail Development Director in Europe, Vice President of Sales and Retail in EMEA, General Manager of US Retail, Vice President of US Sales, Retail and NIKE.com, and Vice President of Global Retail.

---

Media Contact:

**email:** [media.relations@nike.com](mailto:media.relations@nike.com) | **phone:** 1-212-367-4447





## **JOHN SLUSHER**

EVP, Global Sports Marketing

As EVP of Nike Global Sports Marketing, John Slusher oversees all of Nike's global sports marketing efforts, including managing relationships with Nike's top athlete, team, league and federation partners. Previously, John was Vice President of Sports Marketing for Asia Pacific and the Americas and led negotiation teams for many of Nike's sports marketing agreements, including those for Brand Jordan and Converse. A graduate of Dartmouth College and the University of Southern California Law School, Slusher joined Nike in 1998 from O'Melveny & Myers, a private law firm located in Los Angeles.

---

Media Contact:

**email:** [media.relations@nike.com](mailto:media.relations@nike.com) | **phone:** 1-212-367-4447



## **JORGE CASIMIRO**

Chief Social & Community Impact Officer

Jorge Casimiro is Vice President of NIKE's Global Community Impact team and President of the NIKE Foundation. In these roles, Jorge leads and directs Nike's community impact strategy, focusing on Made to Play – NIKE's ongoing commitment to getting kids active so they can lead healthier, happier and more successful lives. Delivering against Nike's belief in the power of sport to move the world and unleash human potential, these efforts come to life through innovative and collaborative partnerships, leveraging NIKE's greatest assets – its employees and brands. Before joining NIKE, Jorge held roles of increasing responsibility across Public Affairs, Communications and General Management at The Coca-Cola Company. These included two assignments in Latin America: Chief of Staff to the former Chairman & CEO and Group Director for International Public Affairs, leading the industry's engagement with multilateral organizations and serving on several multi-stakeholder platforms. He began his professional career in higher education, working in international advancement and community & government relations at Brown University. Jorge earned a Bachelor of Arts from Brown University and a Master of Science in public policy from Rutgers University. He serves on the Communications Advisory Council of the Watson Institute for International & Public Affairs at Brown University and the Executive Forum of the Boston College Center for Corporate Citizenship. Jorge is also a Trustee of the Catlin Gabel School and of the Oregon Health & Science University Foundation. In 2016, he was named to Huffington Post's "40 Under 40 Latinos in Sport" list. Jorge lives in Portland, Oregon, where he spends his free time enjoying the outdoors with his wife and three children.

---

Media Contact:

**email:** [media.relations@nike.com](mailto:media.relations@nike.com) | **phone:** 1-212-367-4447



# **MARTIN EGWUAGU**

Nike Master Trainer

Experienced Chief Executive Officer with a demonstrated history of working in the health wellness and fitness industry. Skilled in Weight Training, Health Promotion, Exercise Prescription, Leadership, and Health Education. Strong business development professional with a B.S. focused in Kinesiology from The University of Texas at Austin.

---

Media Contact:

**email:** [media.relations@nike.com](mailto:media.relations@nike.com) | **phone:** 1-212-367-4447



# VALUES

## OUR MISSION:

Bring inspiration and innovation to every athlete\* in the world.

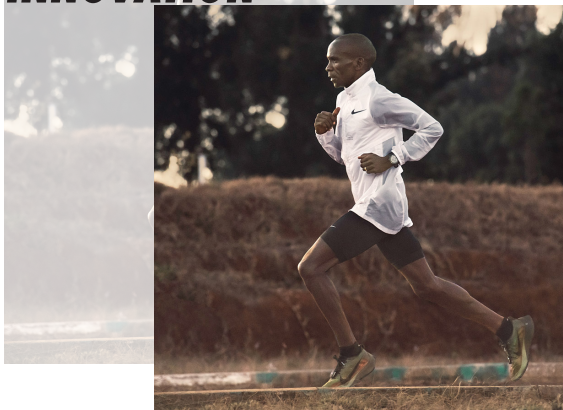
\*If you have a body, you are an athlete.

Our mission is what drives us to do everything possible to expand human potential.

We do that by creating groundbreaking sport innovations, by making our products more sustainably, by building a creative and diverse global team and by making a positive impact in communities where we live and work.

Based in Beaverton, Oregon, NIKE, Inc. includes the Nike, Converse, Hurley, and Jordan brands.

## INNOVATION



## OUR TEAM



## SOCIAL & COMMUNITY IMPACT



## SUSTAINABLE BUSINESS INNOVATION



Media Contact:

email: [media.relations@nike.com](mailto:media.relations@nike.com) | phone: 1-212-367-4447



# AWARDS & ACCOLADES



## 2018

### **CAREER BLISS**

#2 Happiest Companies to Work for

### **FORTUNE**

#16 Most Admired Companies

### **FORTUNE**

Ranked #16 World's Most Admired Companies

### **FORBES**

World's Best Employers

### **FORBES**

#18 World's Most Valuable Brands

### **FORBES**

America's Best Employers

### **GLASSDOOR**

Employee's Choice Award - Best Place to Work

### **INDEED**

#8 Top-Rated Companies for Work/Life Balance

### **LINKEDIN**

#35 Top Companies 2018

### **UNIVERSUM**

Ranked #5 Top 10 Most Attractive Employers in the U.S.

### **VAULT.COM**

#11 Most Prestigious Internships

## 2017

### **COMPARABLY**

Best Places to Work 2017

### **COMPARABLY**

Best Teams 2017

### **FAST COMPANY**

Most Innovative Social Good and Fitness Companies

### **FORTUNE**

#12 World's Most Admired Companies

### **GLASSDOOR**

Candidates Choice Awards: Best Places to Interview

## 2017 (cont.)

### **GLASSDOOR**

Top CEO Employees' Choice

### **INDEED**

#14 Top Rated Companies for Management

### **INDEED**

#8 Top Best Places to Work

### **MORNING CONSULT**

#9 Most Admired Employers for Millennials

### **MORNING CONSULT**

#24 Most Admired Employer Overall

### **NATIONAL SOCIETY OF HIGH SCHOOL SCHOLARS**

Top 15 Companies Millennials Most Want to Work

### **UNIVERSUM**

#15 World's Most Attractive Employer

## 2016

### **THE BOSTON CONSULTING GROUP**

Most Innovative Companies

### **GLASSDOOR**

Employees' Choice Award - Best Place to Work

### **GLASSDOOR**

Top CEO Employees' Choice

### **INDEED**

Best Places to Work

### **INDEED**

Best Corporate Employers in the U.S.

### **NEWSWEEK**

Second Greenest Company in the U.S.

### **NEWSWEEK**

#8 Greenest Company in the World

Media Contact:

email: [media.relations@nike.com](mailto:media.relations@nike.com) | phone: 1-212-367-4447