

# **Success story**

- To motivate you**
- To inspire and aspire you**
- Know the story behind success**
- To encourage you in failing forward**

**We present you stories of famous persons, let's learn something with the storys**

# **PHIL KNIGHT**



**Phil Knight, an American business magnate, and philanthropist from Oregon. Knight is the co-founder and current chairman of Nike Inc. He is also the owner of the stop motion film production company 'Laika.' Knight was ranked by Forbes as the 28th richest person in the world.**

## **Phil Knight Early Life:**

**Phil Hampson Knight was born on the 24th of February 1938, in Portland, Oregon. Knight is the son of lawyer turned newspaper publisher Bill Knight and his wife, Lota Knight. He grew up in Portland and attended Cleveland High School. Knight used to work the night shift tabulating sports scores, and every morning, he ran home the full seven miles. He continued his education at the University of Oregon in Eugene, where he is a graduate brother of Phi Gamma Delta Fraternity.**





**Phil Knight Career:**

Knight began his career working as a Certified Public Accountant, firstly with Coopers & Lybrand and then price Waterhouse. He then became an accounting professor at Portland State University.

After getting degree and graduating from the University of Oregon, Knight enlisted in the Army and served one year on active duty. After one year of active duty, he enrolled at Stanford Graduate School of Business.

## **STORY OF THE COMPANY**

**The first Tiger samples would take even more than a year to be shipped to Knight; During that time, he found a job as an accountant in Portland. When Knight finally received the shoe samples, he mailed two pairs of Bowerman at the University of Oregon, hoping to gain both a sale and an influential endorsement. The company name would later be transformed into Nike.**





**His first sales were made out of a now-legendary green Plymouth Valiant automobile at track meets across the Pacific Northwest. In the year 1969, the early sales and marketing allowed him to leave his accountant job and work full time for Blue Ribbon Sports. Today Nike's logo of "swoosh" now is considered to be one of the most powerful logos in the world. As of 2020, Phil Knight's net worth is \$33.5 billion dollars.**



## **Entrepreneur Lessons from Phil Knight:**

- 1. Advertising Do Not Have To Come Before Selling**
- 2. Don't just believe in Everything You Read In Conventional Management Books**
- 3. Inspiration = Leadership**