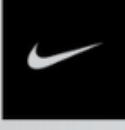


### WHO IS HE?

**Elliott Hill** is the **President & CEO of NIKE, Inc.**, known for his **entrepreneurial drive**, **deep consumer insight**, and strong alignment with **Nike's culture** and **brand vision**.

With **32+ years at Nike**, Hill held senior roles across **Europe and North America**, helping grow the business to **\$39+ billion**. Before retiring in 2020, he served as **President – Consumer & Marketplace**, leading global commercial and marketing operations for Nike and Jordan Brand.

A graduate of **Texas Christian University** (B.Sc. in Kinesiology) and **Ohio University** (M.A. in Sports Administration), Hill began his career with the **Dallas Cowboys** as an **assistant athletic trainer**.

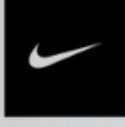


President and Chief Executive Officer

Nike · Full-time

Oct 2024 · Present 7 mos

Portland, Oregon, United States · On-site



Nike

14 yrs 1 mo

- President, Consumer & Marketplace

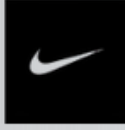
2018 – 2020 · 2 yrs
- President, Geographies & Integrated Marketplace

2016 – 2018 · 2 yrs
- President, Geographies & Sales

2013 – 2016 · 3 yrs
- Vice President and General Manager, North America

2010 – 2013 · 3 yrs
- Vice President, Global Retail

2006 – 2010 · 4 yrs



Nike

17 yrs 1 mo

- Vice President, USA Commerce

2004 – 2005 · 1 yr
- Vice President and General Manager, USA Retail

2003 – 2004 · 1 yr
- Vice President, EMEA Sales and Retail

2000 – 2003 · 3 yrs
- Director, Team Sports Division

1998 – 2000 · 2 yrs
- Sales Management

1996 – 1998 · 2 yrs
- Sales Representative

1994 – 1996 · 2 yrs
- Team Sales

1991 – 1994 · 3 yrs
- Sales, Sports Graphics

1990 – 1991 · 1 yr
- Intern, Apparel Sales Representative

1988 – 1990 · 2 yrs

### 3 LEADERSHIP LESSONS FROM NIKE'S CEO TRANSITION

#### IMPLEMENT SMOOTH TRANSITIONS THAT CONSIDER ALL STAKEHOLDERS

Nike's decision to retain Donahoe on the advisory board until January 2025 ensured continuity and stability. This shows the importance of managing leadership changes in a way that respects stakeholders like employees, investors, and customers, helping preserve morale and organizational trust.

#### RECOGNIZE YOUR COMPANY'S CURRENT SEASON

Leadership must align with the company's current phase. Donahoe's leadership was fitting during the pandemic, but Nike recognized that a new strategic direction was needed. Leaders must adapt to evolving market demands rather than cling to past strategies.

#### REVISIT SUCCESSFUL APPROACHES

Rehiring Elliott Hill—who had a proven track record at Nike—demonstrates the power of returning to strategies and leaders that have previously delivered results. This isn't a sign of regression, but strategic foresight in leveraging known success models.

## WHY LEADERSHIP MATTERS

Leadership is Culture

Leadership is Continuity

Leadership drives Innovation

Leadership Builds Trust

ELLIOT HILL

JOHN DONAHOE

## BRINGING BACK OLD FACES - NIKE AND APPOINTMENT OF ELLIOT HILL AND THE IMPORTANCE OF LEADERSHIP

### CRITICISMS OF JOHN DONAHOE'S LEADERSHIP AT NIKE

#### Lack of Sneaker & Retail Expertise

Donahoe lacked deep understanding of sneaker culture and retail, leading to poor strategic alignment with Nike's core market.

#### Weak Product Innovation

Overreliance on retro styles and lack of fresh, compelling products reduced consumer excitement.

#### Strained Retail Partnerships

Prioritized direct-to-consumer over key retailers like Foot Locker and Macy's, weakening Nike's distribution and reach.

#### Poor Financial Performance

Stock fell sharply amid revenue warnings, prompting investor concern over leadership.

#### Cost-Cutting Over Creativity

Focused on data and efficiency (e.g., \$2B cuts, layoffs), hurting morale and stifling creativity.

### NIKE'S CULTURAL RESET: 3 LEADERSHIP LESSONS FROM CEO ELLIOTT HILL

Despite exceeding Q2 revenue expectations with \$12.35B, Nike's earnings lagged behind last year, reflecting a broader struggle with brand relevance and declining market value. New CEO Elliott Hill laid out a long-term strategy to revive Nike's identity and performance. Here are three key takeaways:

- 1. Play the Long Game:** Hill stressed that Nike's turnaround will be multi-year, targeting fiscal 2026–2027. Rather than chasing quick wins, the focus is on sustainable change, acknowledging that "it isn't going to be easy."
- 2. Return to the Core Mission:** Nike is refocusing on its original purpose: serving athletes. Hill admitted the brand had "lost its obsession with sport" and pledged to place athletes at the center of every decision moving forward.
- 3. Rebuild Relationships:** Hill acknowledged Nike's past neglect of key partners. He's now prioritizing trust and collaboration, as seen in a renewed partnership with Foot Locker, praised by its CEO Mary Dillon.

### LESSONS FROM ELLIOTT HILL'S INTERVIEW TALKING ABOUT WINNING LEADERSHIP STRATEGIES



Stay Curious & Take Smart Risks



Ask Questions & Embrace Vulnerability



Grow the Next Generation



Know Your Advocates- And Pay It Forward



Have a Vision and a Plan



Balance competition with Emotional Intelligence



Teamwork Over Individual Glory