

Stakeholder Map

Key contacts, roles, and communication protocols

Date: November 21, 2025

Executive Sponsors

adidas

- **Pedro Silva** - VP Talent Organization (Self-Reflection sponsor)
- **Karina** - Senior Leadership (Leadership Framework sponsor)

Project Team

adidas

- **Zsofia Pior** - Leadership Framework Product Owner (until December 12, 2025)
- **Successor (TBD)** - New Project Lead (announcement expected November 29)
- **Lucas** - L&D Technical Liaison (Learning Agent coordination)
- **Divya Jhamb** - Learning Initiatives India (Self-Reflection content)

Baresquare

- **Georgios Grigoriadis** - CEO (Strategic oversight) - georgios@baresquare.com
- **Lars Boeddener** - COO (Program management) - lars@baresquare.com
- **Nikos Vogiatzis** - Technical Lead (Development & architecture)
- **Panayotis** - Development team

Communication Protocols

Meeting Cadences

- Weekly sync: adidas + Baresquare project teams
- Bi-weekly executive updates: Pedro, Karina
- Ad-hoc technical: Lucas, Nikos as needed

Escalation Path

- **Level 1:** Project leads (Zsofia/Successor, Lars)
- **Level 2:** Executive sponsors (Pedro, Karina, Georgios)
- **Level 3:** Senior leadership

For the complete organizational chart with photos and detailed role descriptions, see the stakeholder map page on the website.