

NIKE, Inc. Accelerates Digital Strategy; Names Adam Sussman as Chief Digital Officer
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Today, NIKE, Inc. (NYSE:NKE), the world's leader in sports performance and innovation, announced an acceleration of its digital strategy, as it continues to define what's possible in serving consumers' complete athletic experience. As part of this move, Adam Sussman will become Nike's first Chief Digital Officer, reporting to Trevor Edwards, President, Nike Brand.

By continuing to serve athletes deeper, better and more completely, Nike remains on path to meet its goal of reaching \$50 billion in revenue by the end of FY20. As a growth company, Nike views digital as a vital accelerator, not just in connecting athletes with knowledge and services, but in everything it does. From amplifying how it gives consumers access to the Nike Brand in new and innovative ways to manufacturing and delivering the products and experiences athletes need to achieve their potential, Nike continues to drive the future of sport.

"Digital offers a fundamental transformation of our business, as we create an industry-leading digital ecosystem that flows through all that we do," Edwards said. "This is the leadership to which Nike is accustomed. Today's announcement is a continuation of the Nike promise to develop deep and lasting relationships with consumers, to offer the best athletic service, period."

In his new role, Sussman will lead the team responsible for the development of industry-leading digital products and services across Nike.com, Nike+ and Brand Digital platforms. Sussman's team will also drive Nike's consumer engagement, while accelerating the collective power of all of Nike's digital products and services for consumers.

"Adam's wealth of experience in digital, consumer technology and strategy leadership makes him the perfect person to tackle tomorrow's challenges today," Edwards said. "Adam is just as passionate about solving a problem for one athlete as he is introducing that innovation to a global community. 2016 promises to be a big year for the world of Nike digital, and this is just the beginning."

Prior to joining Nike, Sussman held multiple positions in the interactive gaming and entertainment industries, including EA Mobile and Disney Interactive, where he gained deep expertise in general management, marketing, strategic planning and digital product commercialization.

About Nike, Inc.

NIKE, Inc., based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly owned NIKE, Inc. subsidiary brands include Converse, which designs, distributes and licenses casual sneakers, apparel and accessories; and Hurley, which designs and distributes a line of action sports and youth lifestyle apparel and accessories. For more information, NIKE's earnings releases and other financial information are available at <http://investors.nike.com>. Individuals can also visit <http://news.nike.com/> and follow [@Nike](#).

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