

Nike names Heidi O'Neill to an expanded role as president of Nike Direct, effective immediately
Tuesday, December 04, 2018 09:16:55 PM (GMT)

- NKE announced that Heidi O'Neill, President, Nike Direct, will expand her current role as leader of Nike physical retail stores and Nike.com, to now include all Nike digital products, services and member experiences, effective immediately.
- Adam Sussman, previously Nike's Chief Digital Officer, also will assume an expanded role to become VP, GM Nike Direct Digital and Geographies.

Reference Links:

- [NIKE, Inc. Names Heidi O'Neill To An Expanded Role As President of Nike Direct](#)

Industries: Footwear

Primary Identifiers: NKE-US

Related Identifiers: NKE-US

Subjects: Corporate Actions, Management Changes