

**NIKE introduces new company alignment, announces ~2% reduction in global workforce**  
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- NIKE today introduced the Consumer Direct Offense, a new company alignment that allows Nike to better serve the consumer personally, at scale.
  - Trevor Edwards, President of the NIKE Brand, will lead the Consumer Direct Offense
- To improve efficiency, all key cities and countries are supported by a simplified geography structure, changing from six to four—comprised of North America; Europe, Middle East and Africa (EMEA); Greater China; and Asia Pacific and Latin America (APLA).
  - As such, financial results for the NIKE Brand will be reported based on these four operating segments beginning in fiscal 2018.
- To double direct connections with consumers, Nike is creating the new Nike Direct organization, led by Heidi O'Neill, President of Nike Direct, and Adam Sussman, Chief Digital Officer.
  - This organization will unite Nike.com, Direct-to-Consumer retail, and Nike+ digital products to expand Nike's membership experience on an increasingly global scale.
  - Nike will also extend innovations to its strategic wholesale partners.
- The changes are also expected to result in an **overall reduction of ~2% of the company's global workforce.**

**Reference Links:**

- [NIKE, Inc. Announces New Consumer Direct Offense: A Faster Pipeline to Serve Consumers Personally, At Scale](#)

**Industries:** Apparel/Accessories, Footwear

**Primary Identifiers:** ADS-DE, NKE-US, UAA-US

**Related Identifiers:** ADS-DE, NKE-US, UAA-US

**Subjects:** Corporate Actions, Corporate Reorganizations, Jobs, Labor Announcements, Management Changes