

Global Brand Marketing Executive

Global brand marketing leader — 16+ years shaping brand strategy, positioning, and narrative at scale inside Nike, and leading teams through the world’s biggest brand-defining moments.

Over 16 years building and scaling performance-sport brands — owning global positioning, narrative, and the multi-year strategy that serves as the North Star for cross-functional partners across Design, Product, and Commerce. Proven at building, coaching, and leading high-performing teams; owning brand outcomes from global vision to regional execution; driving measurable brand-health and commercial KPIs across multi-million-dollar marketing investment; and grounding decisions in consumer insight. Former international Track & Field athlete and lifelong recreational runner and cyclist. Operates fluently across local, regional, and global remits.

AREAS OF EXPERTISE

- Global Brand Strategy & Positioning
- Commercial Marketing Strategy
- Premium Growth & ROI
- Global GTM & Stage-Gate Ownership
- Performance Sport
- Full-Funnel Integrated Media
- Creative & Brand Studio Collaboration
- Brand Intelligence & Insights
- Athletes, Community & Partnerships

CAREER EXPERIENCE

NA Director, Digital Marketing — Sport, Kids, Brand Initiatives & Commercial Moments (Aug 2025 – May 2026)

Directed the integrated brand-and-product marketing model for an expanded North America portfolio — leading a team held accountable to the business for commercial sell-through, in direct service of Nike’s ‘Win Now’ return-to-growth strategy.

Key Achievements/Contributions:

- Drove an average 25% lift in licensed sell-through by turning live in-game moments into commerce within hours — flipping real-time imagery into .com homepage, email, and rich-push placements across the MLB, College Football, and NFL Playoffs and finals.
- Reset NA’s social and creator strategy around NIL athletes and creators — shifting the most-engaged demographic from an aging 35–45 to 17–24, and relaunching “The Opening” to reclaim grassroots ground.
- Brought premium, considered-purchase craft to commerce — using digital innovation to connect two distinct platforms, the live NFL x YouTube creator game and SNKRS, with a limited Shock Drop of Deion Sanders’ Air Diamond Turf 2 ‘Reverse’ at Super Bowl LX.
- Reframed the creative of promotional moments — gifting, back-to-school, key retail windows — to lead with sport, athletes, and brand rather than the industry-standard oversized “40%-off” graphic.

Senior Director, Membership & Partnership Brand Marketing (Sep 2024 – Aug 2025)

Led global brand strategy across Nike Membership, Partnerships, and owned channels — leadership by influence across a highly matrixed organization, driving the cross-functional partnerships that kept the brand's voice heard, valued, and recognized. Built and led a 12-person team from the ground up.

Key Achievements/Contributions:

- Built a partnerships Center of Excellence — a single, scalable operating playbook for execution, contract negotiation, and payment that replaced fragmented, ad hoc outreach — and used it to reset cornerstone relationships with the NBA, Spotify, and Airbnb.
- As the brand voice on the cross-functional team reinventing Nike's owned channels, drove the vision to fuse brand storytelling and commerce in the Nike App in a way the industry hadn't seen.
- Held a standing seat on the ELT steering committee for a three-year Membership reset modeled to drive significant incremental demand — embedding brand and consumer priorities into the enterprise commercial agenda.

Director, Brand Moments Digital (Mar 2022 – Sep 2024)

Led global marketing for Nike's most important brand-defining moments — orchestrating holistic, multi-year plans across paid, owned, and earned channels (digital, social, video, OOH, broadcast, experiential), with accountability for outcomes across multi-million-dollar marketing investment.

Key Achievements/Contributions:

- **Paris 2024 Olympics — “Winning Isn’t For Everyone”:** brand lead for the campaign celebrating 65 athletes. Architected a brand-governance and marks-compliance framework to navigate uniquely complex IOC co-branding regulations, enabling Nike to be the only non-affiliate sponsor publishing on owned channels during the Games — and delivered the Nike.com Athlete Hub, 300+ roster-athlete profiles held to a single premium imagery standard.
- **Women’s World Cup 2023** — drove Nike’s largest-ever investment in the marketing of women’s sports, setting a new internal benchmark for female-athlete storytelling at scale.
- **Men’s World Cup 2022** — pioneered a new tournament-marketing model: a connected heartbeat of brand moments across the full tournament rather than a single hero ad, building Nike’s first ability to react to live moments in real time — the foundation for how the brand brings these moments to life today.
- **Nike’s 50th Anniversary** — the brand’s most successful full-funnel campaign; a multi-year integrated calendar delivering measurable impact against commercial and brand-health KPIs.

Director, Membership Marketing (Mar 2020 – Mar 2022)

Led global marketing for Nike Membership — Nike’s flagship loyalty program — across paid, owned, and earned channels, building a consumer-insight-anchored lifecycle strategy across global markets.

Key Achievements/Contributions:

- Drove Nike’s highest-ever logged-in member engagement moment (Member Days, November 2020).
- Led the global rebrand from Nike+ to Nike Membership — brand architecture, positioning, and value proposition; managed a 350M global member base.
- Drove a 250% uplift in active members over 18 months — directly supporting Nike’s digital revenue and loyalty-commerce strategy.

Director, Stores Membership & Services Marketing (Apr 2018 – Mar 2020)

Built Nike’s first-ever Services and Membership-at-Retail marketing strategies — driving member acquisition and retention by pairing services with product and experiences. Defined Nike’s first omni-channel marketing approach with global Membership-at-Retail deployment; promoted from Marketing Manager to Director (Oct 2018).

Brand Manager, Stores Marketing (Jan 2015 – Apr 2018)

Led integrated global retail marketing across Basketball, Running, and Training. Pioneered the Nike Run Club and Nike Training Club apps as a retail service vehicle (adopted globally); launched Nike’s Basketball Trial Zone in NYC, Paris, and Beijing, and led the EKIN team at Nike’s Athlete House, Rio 2016 Olympics.

Brand Manager UK · Brand & Product Specialist · Nike Agency, Dublin (2010 – 2014)

Foundational roles across product marketing, retail brand activation, field representation, and team leadership in UK and Irish markets; managed functional budget and a core team of 3 (extended team of 13). Led team to Nike Western Europe EKIN Team of the Year (2014).

EDUCATION

MSc, Exercise Physiology — LSU (2007 – 2009) **BSc, Applied Sport Sciences** — The University of Edinburgh (2000 – 2004)

ATHLETICS, AWARDS & RECOGNITION

Capped for Ireland, Track & Field — former international athlete; lifelong runner and cyclist. Nike Global Maxim Winner (2017 & 2019) · Nike Western Europe EKIN Team of the Year (2014) · LSU Academic Scholarship.