

Eric Liedtke
Executive Board Member of adidas AG
responsible for Global Brands

Personal Data:

Born: 1966 in Dayton/Ohio

Nationality: US-American

Education: Bachelor of Arts – Journalism
(University of Wisconsin, Madison USA)

Employment:

since March 2014 Executive Board Member of adidas AG,
responsible for Global Brands

2011 – 03/2014 adidas AG
SVP adidas Sport Performance

2006 – 2011 adidas AG, Herzogenaurach
SVP Sport Performance Brand Marketing

2004 – 2006 adidas America
VP Brand Marketing

2001 – 2004 adidas America
Director of Footwear Marketing

1999 – 2001 adidas America
Director of Brand Marketing

1996 – 1998 adidas America
Business Unit Manager, Cross Training and Cleated Sports

1994 – 1996 adidas America, Portland/Oregon
Global Line Manager / U.S. Merchandiser, Cross Training

1990 – 1993 DMB&B Advertising
Account Executive / Account Supervisor

Additional Mandates:

Member of the Steering Committee of Parley for the Oceans, New York, NY, USA