

Nike names executives to lead global sales and equipment

by Bend_Weekly_News_Sources

Nike announced this week that it has appointed longtime executives David Heath as new Vice President of Global Sales and Pat Zeedick as General Manager of Equipment for the Nike brand.

Heath's role reflects the company's long-term strategy to target top-line revenue growth by focusing on creating premium consumer experiences built on product innovation, brand leadership and elevated retail presence. Nike is targeting further geographic expansion and deeper market penetration in all regions. As Nike's VP of Global Sales, Heath will lead Nike's go-to-market and sales strategy, forecasting, marketplace mapping and distribution. Heath will report to Nike Global Operations President Gary DeStefano.

Heath is a 26-year veteran of the industry who joined Nike in 1990 as an Apparel Sales Manager for the Southwestern United States. He subsequently became a Global Sales Director, was the first U.S. General Manager of Nike's equipment division, and was Commerce Director for the Americas region. Most recently, Heath was Vice President of U.S. Sales. As head of U.S. sales, Heath helped lead the business through one of its strongest growth periods.

"David is a proven leader who brings strong global experience to the role and understands all aspects of our business," DeStefano said. "Under his leadership, we will strengthen our go-to-market strategies and bring compelling consumer experiences to the marketplace."

Pat Zeedick began at Nike in 1984. Her most recent assignment was General Manager of Nike's Equipment and Women's Fitness businesses in Europe, a position she held for the last four years. Under her leadership, the European region became Nike's largest equipment business. Prior to that, Zeedick held several other positions within Nike, including: General Manager of Nike Canada, Director of Sales for the America's Region and National Development Sales Manager for the US. Zeedick will report to Roger Wyett, Vice President of Nike Apparel & Equipment.

"We are delighted to have someone with Pat's experience and leadership in this key position," Wyett said. "She will create strategies with the goal of growing Nike's equipment business by working closely with our consumer categories and delivering innovative products and experiences."