

# Eric Liedtke

## Member of the Executive Board responsible for Global Brands



Eric Liedtke was born in Dayton/Ohio, USA, in 1966 and is a US citizen. He holds a Bachelor of Arts degree in Journalism from the University of Wisconsin-Madison, USA. He joined adidas in 1994 as Global Line Manager for Cross Training in Portland/Oregon, USA. During his career with adidas, he has held senior management positions of increasing responsibility at adidas America, including Director of Footwear Marketing and Vice President Brand Marketing. In 2006, Eric Liedtke transferred to the company's headquarters in Herzogenaurach, Germany, to become Senior Vice President Global Brand Marketing. In 2011, he assumed the position of Senior Vice President adidas Sport Performance, responsible for all adidas brand sports categories globally. In 2014, Eric Liedtke was appointed to the Executive Board and is responsible for Global Brands (the adidas and Reebok brands). In addition to his Executive Board position, he is a member of the Steering Committee of Parley for the Oceans.

### Eric Liedtke is also:

- Member of the Board of Directors, Carbon, Inc., Redwood City, USA
- Member of the Supervisory Board, Fashion for Good B.V., Amsterdam, The Netherlands