

# ADRIAN NYMAN

Brand Leader

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## About

Adrian Nyman is a leading creative and strategic brand leader.

A passionate storyteller, he believes brands have a duty to create a more equitable and sustainable future. Brands can make a real impact at the intersection of technology and culture.

Over the past two decades, Adrian has created iconic work for some of the world's most respected and beloved brands. He has helped lead Nike's digital transformation and developed global brand-defining work. At Arrival, he is the Chief Brand Officer responsible for building the disruptive EV brand from the ground up.

Creating critically acclaimed work and transforming brands globally at the speed of consumers has been a result of Adrian's track record of developing diverse, world-class teams.

## Skills

BRAND VISION	BRAND DESIGN	BRAND EX / UX
<ul style="list-style-type: none"><li>• Brand Position</li><li>• Digital Strategy</li><li>• Data Insights &amp; Analytics</li></ul>	<ul style="list-style-type: none"><li>• Concept Development</li><li>• World Building</li><li>• Creative Direction</li></ul>	<ul style="list-style-type: none"><li>• Full Funnel Marketing</li><li>• Social Media &amp; Brand Storytelling</li><li>• Retail - Digital &amp; Physical</li></ul>

## Experience

	ARRIVAL ELECTRIC VEHICLE COMPANY	2021 - 2022 <b>CHIEF BRAND OFFICER</b> BRAND CREATIVE AND BRAND MARKETING
	NIKE ATHLETIC COMPANY	2010 - 2021 <b>GLOBAL VICE PRESIDENT</b> BRAND CREATIVE AND PRODUCT DESIGN
	HURLEY SURF COMPANY	2008 - 2010 <b>SENIOR VICE PRESIDENT</b> BRAND MARKETING AND PRODUCT DESIGN
	LEVIS FASHION COMPANY	2004 - 2008 <b>EXECUTIVE CREATIVE DIRECTOR</b> BRAND MARKETING AND PRODUCT DESIGN



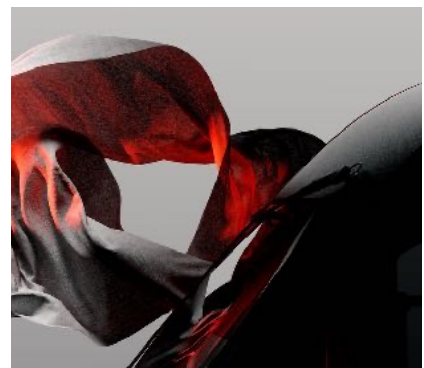
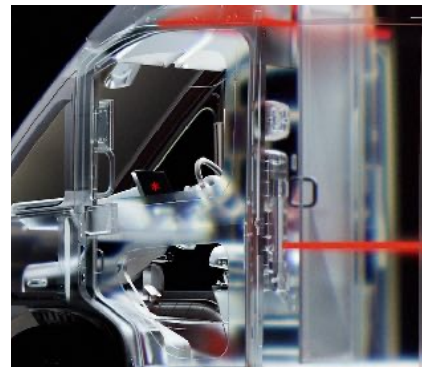
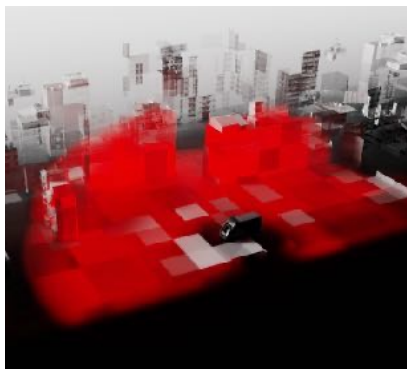
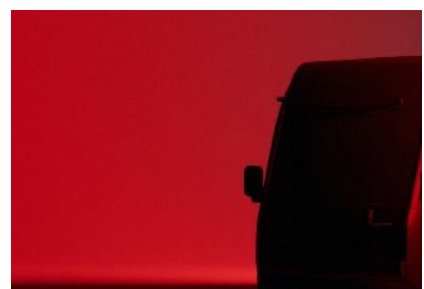
# Arrival

Chief Brand Officer

2021 - 2022

As Arrival's Chief Brand Officer, Adrian's role is to establish, enhance and globalize the company as a visionary tech brand. He is responsible for the vision, mission, position of the company and setting the brand storytelling across all consumer touch points. In addition to building and leading the global marketing and creative functions to drive brand awareness and growth.

- IPO Launch / KPI - \$8 Billion Valuation \$2b in capital raised.
- Brand Vision and position / KPI - Aligned company to north star vision.
- Brand Direction / KPI - Harmonized all functions and outputs to one consumer-facing brand.
- Brand marketing plan / KPI - Global launch full marketing mix and frameworks.



Case Study / Innovation story telling for the Arrival Van.

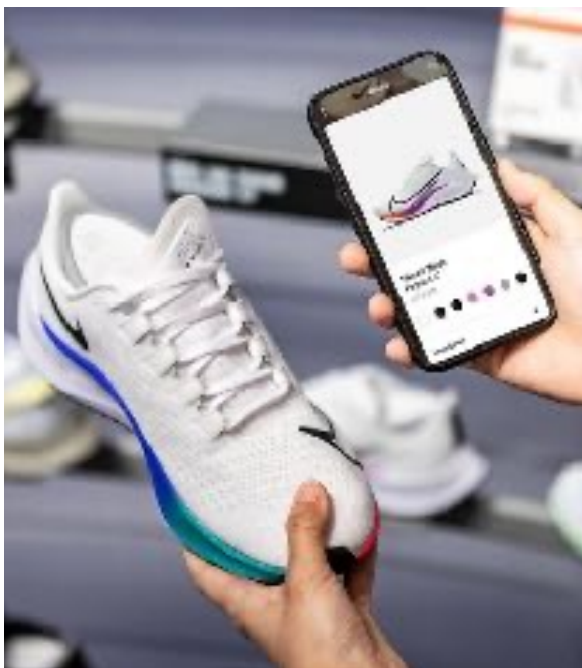


# Nike

Global VP Brand Creative Director / Nike Direct ——— 2018 - 2021

Create store concepts and online-to-offline experiences that generate engagement and brand membership across the brand's global footprint. Managed 200 person global team and budget.

- Reset Nike's retail concepts, Flagship to Factory / KPI - ignited global growth across all key cities.
- Transitioned team and process to a Digital led origination / KPI - Accelerated concept development and reduced development cost.
- Created all seasonal retail marketing campaigns / KPI - Harmonized marketing messages and drove high ROI and integrated marketing.



Case Study / Nike Flagship Concept- House of Innovation.





# Nike

VP Product Creative Director / Nike Sportswear ————— 2015-2018

Increased Nike sportswear's to over \$8B market share required a big-picture approach and holistic digital transformation. As the VP Global Creative Director, Adrian worked with cross-functional teams to ensure footwear, apparel, and graphics were aligned with a holistic design and brand vision. Nike Sportswear became Nike's largest business unit as a result of his management of the global team, budget and vision.

- Air Max 270 / KPI - #1 Nike shoe re energized the \$2b Nike Air footwear franchise.
- Nike Sports Pack / KPI - Expanded and broadened Nike's position in streetwear culture.
- Sneaker Culture / KPI - Defined and created sneaker culture, a multi-billion dollar lifestyle proposition for Nike.



Case Study / Nike AIRMAX Franchise- AIRMAX 270 Launch





Nike

Brand Concept Director / Nike Sportswear \_\_\_\_\_ 2012-2015

In his role as the concept director, Adrian developed seasonal concept direction for both the product and brand teams.

Worked cross-functionally with footwear and apparel to deliver integrated product collections and brand plans.

- Tech Pack / KPI - Grew AUR by 20% create a \$500m fleece classification
- Air Force 1 / Revived a \$2b footwear franchise.
- Air max / Grew Nike's biggest footwear franchise by double digits.



Case Study / Nike Fleece Concept - Tech Pack





# Nike

Brand Creative Director Retail / Experience Design — 2010-2012

Helped create Nike's first DTC Retail function. Worked across store design and brand design to create holistic retail concepts and seasonal storytelling.

- Field house retail concept / KPI - Transitioned Nike from a wholesale led company to consumer direct brand. Grew DTC by double digits.
- Seasonal retail campaigns and marketing
- Reset consumer retail journeys aligned to digital channels.







# Hurley

SVP / Marketing and Brand

2008-2010

Set brand strategy and creative direction for all consumer touch points and platforms. Worked across product and brand to align concept map and priorities: built and managed globe team and budget for all brand marketing functions.

- US Open of Surfing / KPI - Doubled event attendance to 1.2m attendees.
- Hurley Printing press / KPI - Grew t-shirt sales by 30%
- Multi Brand Retail concept / Hurley - Nike - Converse



Case Study / Hurley T-shirt concept- Hurley Printing Press





# Levi's / Licensee

ECD / Founder - Brand & product Design

2004-2008

Creating product collaborations for Levi's through a high concept design studio.  
Developed all aspects of product creation and marketing.

- Damien Hirst x Levi's collection
- Levi's x Warhol collection
- Barneys New York Department store Holiday collaboration



Case Study / Levis Energy Colab - Levis x Damien Hirst



## EDUCATION

### Wharton

#### School of Business

#### Executive leadership program

The Wharton School of the University of Pennsylvania is the business school of the University of Pennsylvania, a private Ivy League research university in Philadelphia.

## PERSONAL

### Adrian Nyman

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I have a wonderful wife Cicely and two great boys, Ever 14, and Wilder 10. We live in the PNW and love to travel and explore the outdoors. I am passionate about using my creativity to make a difference in the world. I believe that art has the power to bring people together. Throughout my career, I have been fortunate to have opportunities to grow and achieve things I never thought possible. I hope I can provide the same opportunity for other creatives to find their potential.

