

CÉSAR GARCIA

Vice President & General Manager, EMEA



César will lead NIKE, Inc.'s brand, marketing and growth strategy for Europe, the Middle East and Africa (EMEA) as the Vice President/General Manager.

Throughout his nearly 25 years at Nike, César has led through moments of growth and reset across category, regional and enterprise roles. His leadership across globally visible businesses has reshaped how Nike competes across markets.

César brings clarity where things are complex and builds momentum where teams need it most. He was instrumental in growing Nike's Men's business across Asia Pacific and Latin America (APLA), scaled Nike Run Club into one of the world's largest digital running communities, and led Nike from the No. 2 to No. 1 running brand in Japan through product innovation and culturally relevant collaborations.

Most recently, César helped integrate merchandising, sport priorities and analytics to sharpen how we serve athletes* and scale innovation. He is a leader who understands how local culture, global strategy and execution meet on the ground.

3 THINGS TO KNOW

- César joined NIKE, Inc. as an EKIN, an in-market product expert and storyteller, in Madrid and northwest Spain. He's kept that ability to connect product, sport and the marketplace to serve the consumer throughout his Nike career.
- He was instrumental in strengthening Nike's position as the world's leading running brand, advancing performance leadership through Nike Vaporfly and Nike Alphafly and delivering defining moments such as Breaking2.
- His favorite NIKE, Inc. Maxim is "Do the Right Thing." For him, it means stay committed to your goals, be resilient, be adaptable, be honest and be present even if it's hard. It requires courage — and the reward is a clear conscience and a motivated team.

CAREER HIGHLIGHTS

- VP, Global Merchandising
- VP/GM, Men's, APLA
- VP/GM, Running, Western Europe
- VP/GM, Running, Japan

QUICK FACTS

- Favorite Sport Moment: Breaking2 with Eliud Kipchoge in 2017 (and Eliud is his favorite athlete)
- Favorite Footwear: Nike Vomero 18 for running and Nike SB Zoom Janoski for the office
- Favorite Races: Hakone Ekiden, Hood to Coast

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César is a builder. He sets a clear bar, develops strong teams and moves with intent. That combination makes him the right leader for EMEA at this moment.