



ABOUT HOWARD WHITE

Howard “H” White has been a guiding force for the Jordan Brand since its inception, shaping the business into what it is today and doing it by seeing possibilities where others deemed impossible.

Growing up in Hampton, Virginia, in the 1960s he learned from a young age that there was power in resilience. As a student of Kecoughtan (Kick-a-tan) High School in 1969, he was one of 30 Black students in his graduating class of 500. A natural leader, he was elected Senior Class President and became an All-American basketball player. Later on he became a star point guard in college in Maryland, where he was such a legend of the court that he was able to only don the letter “H” on the back of his jersey.

Eventually becoming an NBA draft-pick, when a career ending knee-injury stopped his pro game from taking flight – “H” came onboard to NIKE in 1978, immediately finding opportunities to influence basketball culture from the start.

So, when Michael Jordan (who “H” famously helped sign to NIKE and served as his first sports marketing rep) retired from basketball, many believed it was the end of the Air Jordan. But, for “H” – it’s always been bigger than the game. He saw the limitless potential the Jumpman represented to so many in the global basketball community and beyond. Because of this, he became a key influencer in leading the brand to become incorporated into NIKE, Inc. in 1989, and when it officially became the Jordan Brand in 1997.

Additionally, on top of a number of other early community programs at Jordan Brand – in 2015 alongside a small group of teammates (including other early figures of the brand like Larry Miller), “H” co-created the Jordan Brand Wings initiative to help youth create a better future through access to guidance, inspiration and opportunity.

Today, the beloved 45-year NIKE, Inc. veteran and founding father of the Jordan Brand currently is the Vice President of Jordan Brand Affairs, where he continues to serve as a mentor and as an inspirational thought leader.

ABOUT JORDAN BRAND WINGS

Evolving from other community initiatives from within the brand, [Jordan Brand Wings](#) started in 2015 to break down the barriers that hold young people back and help them fly. We believe the ball should bounce the same for everyone and that higher education – combined with access to opportunity, inspiration and guidance – can help youth define greatness on their own terms.

Because of this, the Jordan Brand Wings initiative fosters the next generation through four key programs:

- **Wings Scholars** - provides a track for students to be successful in higher education, with an added focus around creative fields, teaching/coaching and sports.
- **Wings Design Program** – done in partnership with Jordan Brand Design team members, the design program serves as a launchpad for those with creative passions or ambitions—whether they dream of pursuing design school, launching their own brand, or creating products for social change.
- **Beyond Basketball** – a one-of-a-kind, basketball culture melting pot, geared towards sparking passion in students. The experience uses sport as a launchpad into other creative outlets while also instilling life skills.
- **Wings Internship Program** – an extension of our Wings Scholars program—we provide real internships around the world—at Nike Inc. and eventually beyond—that can turn into long-term career opportunities.

Jordan Brand Wings now has programming in North America, Paris, Manila and Greater China. Since launch, this has resulted in awarding more than 2,800 scholarships, a growing network of 30+ community partner organizations and 120K volunteer hours by Jordan Brand employees from across the globe.