

# CATHY SPARKS

Vice President & General Manager, Greater China



Cathy Sparks has been appointed VP/GM of NIKE, Inc. Greater China, bringing more than 25 years of global experience leading Nike's most complex and high-growth geographies. She has driven multi-billion-dollar businesses across Asia Pacific, Latin America (APLA), North America and Europe, the Middle East and Africa (EMEA), pioneering digital-led retail innovation, reshaping marketplaces and delivering breakthrough consumer experiences.

In her new role, Cathy will lead Nike's next chapter in Greater China by honoring the brand's deep legacy while accelerating its future. She will focus on serving the next generation of athletes with stronger local relevance, sharp storytelling and experiences that set the pace for sport and style. With a commitment to moving fast, strengthening partnerships and empowering Nike Greater China's world-class team, Cathy aims to unlock new opportunities across the marketplace and build a lasting legacy of leadership for Nike in China.

\* Subject to standard immigration authorization

## THINGS TO KNOW

- Joined Nike in 1996 as a store athlete in Niketown Portland with the aspiration of building a career with the Brand.
- Passionate about sport and the outdoors, Cathy's proudest sport moments are completing three half marathons, three cycling centuries and summiting seven Pacific Northwest mountains. Today, Cathy skis, hikes and maintains her fitness through daily training, yoga and cycling.
- Cathy has lived and worked around the world and is passionate about travel and experiencing new cultures with her Dutch-American husband and 14-year-old daughter.
- Her favorite shoe is the Nike Vomero Premium; top sport moment was attending the 2008 Beijing Olympics; and her favorite athlete moment was meeting Kobe Bryant at the Nike Seoul Flagship Store opening.

## CAREER HIGHLIGHTS

- Has worked across every geography in roles that required creating new organizations and reshaping complex marketplaces.
- Known for rebuilding underperforming store fleets, forming new geographies from highly decentralized markets, and defining how NIKE's store ecosystem operates in a digital-first world.
- As VP/GM APLA, Cathy led Nike's most complex geography, where she strengthened operating discipline and leadership capabilities.
- While serving as VP/GM Nike Direct EMEA, Cathy established Nike Direct as the primary engine of growth for the geography.
- While VP/GM Global Nike Direct Stores, Cathy unified Nike's Global stores and services in a single operating model, bringing together owned and partner retail.
- As VP/GM, Nike Stores and Retail Concepts, Global DTC, Cathy defined the global direction for consumer experience, digital integration, and flagship strategy, reshaping the brand's most visible environments.

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Cathy brings deep intuition for athletes\*, consumers, and the role NIKE, Inc. plays at the intersection of sport and culture. She builds strong teams, moves with urgency, and knows how to bring the Nike magic.”