



**Global Brand Leader**  
**Chief Marketing Officer, Nike (2016-2018)**

Greg Hoffman is a global brand leader, former NIKE Chief Marketing Officer, and founder of the brand advisory group, Modern Arena.

For over 27 years, Greg held various marketing, design, and innovation leadership roles at NIKE, including time as the brand's CMO. In his most recent role as NIKE's Vice President of Global Brand Innovation, he led teams tasked with envisioning the future of storytelling and consumer experiences for the brand.

Greg oversaw NIKE's brand communications and experiences as NIKE was solidifying its position as one of the preeminent brand storytellers of the modern era and the leading innovator in digital and physical brand experiences. His role in the rise of marketing and design through that period was recognized in 2015 when Fast Company named him one of the Most Creative People in Business. He's also been recognized for his transformative leadership in the industry through the Business Insider's 50 Most Innovative CMO's and AdAge's Power Players annual lists.

For over two decades, he was a major strategic and creative influence for Nike at every major global sporting event, for the launches of NIKE's signature products and innovations, and the building of the brands of its athletes.

Through his leadership, Nike drove themes of equality, sustainability, and empowerment through sport in some of its most significant brand communications. That work was, in part, driven by his role on the Advisory Board of the NIKE Black Employee Network and as a member of the NIKE Foundation Board of Directors.

Today as founder and principle of Modern Arena, Greg advises Fortune 500 brands, startups, and nonprofits in creating brand strength and social impact. He earned a Bachelor of Fine Arts from Minneapolis College of Art and Design and today is a member of their Board of Trustees.

**Topics (Selection):**

- The Art Of Building Powerful Emotional Bonds With Your Consumer
- A creative leadership guide for yourself, your team, and your brand
- Cultivating and practicing radical creative collaboration
- Building a distinctive and enduring brand identity
- Crafting the persona of a brand through emotive storytelling
- Building cultural currency through authenticity and innovation
- Cultural Impact Through Creative Leadership
- How brands can better leverage creativity to drive positive change in the world
- Innovation for underserved communities
- Driving themes of equity and equality through brand storytelling and experiences
- Cultivating and leveraging diversity within a brand's culture