



## **JAYME MARTIN**

### **VP & GM, GLOBAL CATEGORIES**

Jayme Martin is Vice President & General Manager of Global Categories for the NIKE Brand where he is responsible for driving growth around the company's major category business units globally. These categories include: Basketball, Football (Soccer), Men's Training, Running, Sportswear, and Women's Training, Nike Golf. Martin will also be responsible for Nike's Young Athletes, Olympics, tennis and baseball businesses.

Martin, who joined Nike in 1997, has held various key global and geographic senior management roles during his tenure with the company, including VP of Emerging Markets, VP of the Americas Region, VP of EMEA Footwear as well as senior positions in USA Brand Marketing, Global Strategic Planning and Global Footwear.

Prior to his current role, Martin served as Vice President and General Manager of Global Running for more than three years where he grew the category. Over the course of that time, the running business doubled to over \$4.2B in revenue for FY13 and helped drive the creation of innovative products like Nike Flyknit and the growth of the Nike+ running community.

