

# LEA MORRISON

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## **Global Brand & Product Marketing Leader**

- Drives brand distinction, consumer demand and growth for iconic global brands through strategic development, compelling storytelling, and process innovation, with a focus on inclusive marketing campaigns that resonate with diverse audiences and promote equity and representation across all marketing efforts.

## **Strategic & Consumer-Centric**

- Leverages market insights to develop and deploy successful brand and product strategies, bringing stories and products to life while effectively owning complex budgets, operations and resources.

## **Team & Culture Builder**

- Passionate about developing high-performing teams, fostering a collaborative environment, and galvanizing cross-functional groups to achieve ambitious marketing objectives by actively mentoring and developing leaders within the organization.
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## EXPERIENCE

### **NIKE, INC., 2005 - 2024**

#### **Global Brand Director, Community Building & DEI**

2020 - 2024

Integral Marketing partner to Worldwide Marketing senior leadership team (WMLT), driving community building and Diversity, Equity & Inclusion strategy and activations for a global function of 3500+ employees. Led Accessibility & Disability Inclusion efforts to deepen brand impact and drive revenue goals. Fostered effective teamwork among cross-functional work streams, delivering high-quality outputs for diverse audiences. Defined strategy, tactics, and ways of working across digital marketing, retail, and communications teams to inform on-going accessibility efforts.

- SME to brand and creative functions driving the largest Olympic & Paralympic content creation effort in Nike's history.
- Led stakeholder management through a partnership-based approach across the WMLT, cross-functional leaders, and a team of 40+ global marketers
- Produced 30+ events, touching thousands of employees, in 18+ countries.
- Ensured DEI objectives were achieved on time, on budget, at scale – and with strong global relevance.
- Drove Paris 24 Olympic and Paralympic accessibility efforts to extend reach of marketing and communications campaigns. Nearly 90% of social posts accessible compared to 7% of competitive brands. Awarded Disability:IN Marketing Award for 2025.

## **Global Brand Marketing Operations Director - Nike Direct & Nike Training**

2016 - 2020

Promoted to integrate Nike Men's and Women's Training GBM teams, and then again to lead Nike Direct Digital Marketing Operations. Provided strategic leadership for direct-to-consumer team over physical stores and digital platforms. Led, developed, and activated multi-functional operations team. Analyzed and optimized team performance resulting in refined frameworks that created updated optics and metrics supporting the working team, partners and stakeholders.

- Activated Nike Direct Marketing offense defining high level strategy enabling an unbreakable relationship with consumer through online-to-offline (O2O) approach.
  - Double-digit digital growth experienced in all geographies, comprising about 30% of growing online business.
- Overhauled GBM Review process with Category Ops, creating a transparent evaluation of seasonal work, reduced duplication, elevated work quality, and provided transparency to leadership.
- Fueled notable growth of NTC (Nike Training Club) App by operationalizing expansion and driving a deeper connection with Training consumers. Increased member activation by 60%, resulting in record-setting levels for digital purchases.

## **Brand Marketing Director - Nike Women & Global Women's Training**

2014 - 2016

Led Marketing launch of Nike Women's brand offense for Nike Global brand. Activated a matrix approach with partners across categories and functions, partnering with merchandising, sales, vendor teams and global geography leaders to define strategies, and deliver effective, efficient, scalable program solutions. Developed and introduced high-impact tools and programs cementing a new way of speaking to and connecting with female consumers, spurring tremendous growth for the Women's business.

- Published quarterly Nike Women's Style Guide, delivering a globally-relevant showcase of women's product with global talent and Nike-signed athletes.
- Elevated Nike Women's retail landscape through enhanced packaging, display, and consumer experiences.
- Overhauled Nike Training Club offerings to meet her needs, leveraging a stable of signed Master Trainers with tremendous digital followings.

## **Product Marketing and Communications Director, Global EQ & Global Bags**

2009 - 2014

Product Communications Director for \$2B Global Equipment engine. Worked across the entire EQ portfolio, partnering with GM on a strategic shift to a licensed model. Led the packaging program for a diverse portfolio of product; streamlined form factors and elevated process to drive product sell-in / sell-through.

- Led integration of Global Bags into a new category structure increasing business size by 400%.
- Aligned product marketing with Category Storytelling, integrating equipment product into Brand campaigns for global exposure.
- Created seasonal content packages for marketing moments: back-to-school, holidays, sports gear-up, driving YOY growth for key accounts such as DSG, Footlocker, and Intersport.

## **Equipment Product Marketing Director, Global Bags**

2005 - 2009

Recruited as Marketing Director for Nike's Global Bags team then promoted to direct marketing efforts for extensive Equipment Products line. Led development of next-generation Nike Equipment fixturing tools to bring product stories to life. Overhauled product packaging, display fixtures, created back-to-school "doorbuster" programs, and worked with 3P retailers to extend EQ's presence on a global level.

- Defined Nike Bags brand identity on global scale and delivered double-digit YOY growth, collaborating with internal and external partners to become world's largest duffel / bag manufacturer.
- Created functional and strategic "toolkit" to introduce newcomers to the EQ team and advance knowledge around consumer insights, product positioning, writing and presentation skills.

## EARLY EXPERIENCE

### 1999 - 2005 CAMELBAK PRODUCTS, Global Marketing Manager

Managed foundational marketing strategies evolving CamelBak from a startup to a global leader in the hydration space. Launched portfolio of products for outdoor, military, and occupational categories while scaling recreational customer engagement for women and youth audiences.

### 1997-1999 GEERLINGS & WADE, Product Manager

Importer, distributor and retailer of fine wines, acquired by Liquid Holdings.

### 1995-1997 DIRECT MEDICAL KNOWLEDGE (WebMD), Marketing

Developer of customized online health reports for consumers, delivered through managed care programs. Acquired by WebMD.

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## TECHNICAL SKILLS

GTM Strategy  
O2O  
Budget Management  
Process Innovation  
Product & Marketing Ops  
Consumer & Market Research

## SOFT SKILLS

Brand Leadership  
Coaching / Mentoring  
Team Leadership  
Organizational Change Management  
ERG Leadership  
DEI Program Leadership

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## PHILANTHROPY AND INTERESTS

### Portland CYO Coach, Boys Volleyball & Track & Field, 2024-ongoing

Coach for middle-school athletes focused on developing athletic skills, teamwork, and sense of personal accomplishment.

### Women of Nike & Friends (WON), Co-Chair, Emeritus Role, 2015-2024

Led team of 40+ volunteers in elevating visibility of Nike's female leaders and driving a culture of belonging for employees around the globe. Created programming and events to support the vision of Nike as a place of equity and empowerment, creating spaces for women to be heard and elevating their voices around issues of importance.

- Grew WON & Friends community by 5x, to impact 10K Nike colleagues and allies.

## EDUCATION

### University of California Santa Cruz, Santa Cruz, CA, 1995

Bachelor of Arts (BA) Art History & Bachelor of Science (BS) Biology