

Greg Leedy

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To pursue/gather and share footwear and sports product industry knowledge and experiences with colleagues and students. To teach/contribute to a progressive design community and develop products using innovative approaches.

University of Oregon, Lundquist College of Business, Portland, OR.
Sports Product Management, Instructor/Innovation Lab Manager

2016 – present

As SPM Instructor/Innovation Lab Manager I create and support the three pillars of our SPM Innovation Lab –

1. Curriculum Development - Curriculum development for instructing the making of sports industry products – footwear, apparel, and equipment. I strive to share my vast knowledge base of industry processes and practices with students and inspire their future in the sports product industry.

2. Lab Operations - Procurement, set up, and the ongoing maintenance of industry lab equipment and supplies. Managed the space development and creation of the new 3000 sq. ft. innovation lab in 2023/2024 and created the Naito Innovation Lab in 2017.

3. Sourcing/Project manager – Seek out and nurture local industry relationships and international production factories to aid our student team projects in their development of concepts from product briefs on to and through completed sales samples. Teaching both onsite and online teams the content required and the creation of project tech packs, which are delivered to factories where the students learn/experience real-world communication challenges of bringing products to the retail shelves.

Additional roles –

Communicative instructor with 9 years of experience in teaching graduate students

Relocated the entire SPM Innovation Lab and had it ready for student arrival in less than 10 days

Host/Conduct multiple Online residencies/events each year

Attend and guide students at 4 industry trade shows each year, plan and organize field trips to local facilities that enhance classroom experiences

Develop and guide industry and local workshops

Contributed to the development of the Sports Product Management Online program

Nike, Inc., Beaverton, OR.
Nike Sport Research Lab, Innovator II

2012 – 2015

Contributed to team explorations of scientific-based footwear concepts, supporting the sports scientists via design problem-solving and solution investigation

Designed and developed research test fixtures to meet unique sport-related data capture needs

Managed development and procurement of custom test footwear, collaborating with factories in Asia, WHQ resources, and category development resources

Nike, Inc., Beaverton, OR.
Innovation Kitchen, Innovator II

2000–2012

Collaborated with a team of designers, category business directors and developers in successfully executing high-profile, high-risk projects that required superior design solutions in a compressed timeframe

Designed footwear and equipment, spanning from concept ideation and development via sketches and prototypes to internal concept presentations and production

Advanced Nike brand image by working with high-profile Nike athletes and prospects, designing and developing custom footwear and lasts

Nike, Inc., Beaverton, OR.
Senior Model Designer

1997–2000

Supported designers through the creation of footwear design models. Created supporting components and molds required in the development process

Served as the model shop liaison to the footwear category teams by creating and delivering presentations highlighting department operations and capabilities.

Key Skills:

Passion for and **expertise in product innovation**, having worked in the concept creation and innovation space at Nike for 18 years; comfortable exploring early concept ideas, advancing those with merit, and drawing insights from the rest.

A **collaborative team-focused contributor** as seen by management and peers, fostering this environment via knowledge sharing, praise, promotion, education and mentoring.

Equal parts designer and developer—drawing from both disciplines to take the initial concept spark and bringing ideas to life.

Skilled at **shepherding a project through all phases of development**—from concept creation through to manufacturing—via a large knowledge base of materials and processes, strong project planning and workload management.

Understanding and **utilizing available resources and expertise** to advance projects in development, deftly navigating and networking across Nike corporate headquarters, Italy RDC, Asia factories and beyond.

Adept at athlete relations—striving to meet athlete needs, desires and direction while establishing rapport, confidence and comfort.

The Ohio State University, Columbus, OH.

B.S.I.D. 1996

Industrial Design with a specialization in Product Design

Interdisciplinary 1996 Apple Design Project. Focused on using computational technology to support people studying and working abroad.

Industrial Design Society of America student chapter, 1993–1996. Chapter president, 1996.

Aalto University, Helsinki, Finland.
Design Leadership Program

1995

Future Home Project. Examined emerging technologies' potential in future home environments.