

John Eberle

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PROFILE

Senior level professional with extensive International, Brand Management and Business Development success. Respected for advanced abilities in connecting Consumer-to-Business, Strategic Planning & delivering Financial Results. Success running \$1B+ business and Start-up. Excels at Human Resource Management & Communication. Personable, Persuasive and recognized for Outstanding Leadership. Maintains Calm Focus amid chaos.

AREAS OF EXPERTISE

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|--------------------------------------|------------------------------------|
| • International Business Development | • Product Management & Development |
| • Brand Management | • Communication |
| • Employee Relations | • Strategic Planning |
| • Financial Management | • Creative Thinking |
| • Organizational Planning | • Team Building & Motivation |
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PROFESSIONAL EXPERIENCE

BALA Footwear, Portland, Oregon

June 2019-May 2023

Co-founder

Create highly technical footwear for Medical Professionals

- Start-up created to service the 21M Medical Professionals in the USA
- Oversee Product, Operations, Retail, HR and International expansion
- 8 employees, \$5M Revenue, DTC + Wholesale brand
- Co-led acquisition to Careismatic Brands, Inc.

University of Oregon, Portland, Oregon

Dec 2017-Present

Academic Director/Instructor of Sports Product Management - Lundquist College of Business

Prepare graduate students to become Sports/Outdoor Industry leaders

- Teach skills necessary for immediate success upon entering workforce
- Provide long-term, functionally based mentoring
- Marry real-industry case studies to theoretical learning
- Guide students through project work & corporate placements
- Inject industry experts into curriculum to deep-dive prioritized subject matter

KEEN Footwear, Portland, Oregon

Aug 2016-Aug 2017

GM Outdoor, Lifestyle, Kids

Manage global, cross-functional business operations.

- Developed long-term Strategic Plan & established operational plan to drive
- Restructured Organization into Category-led approach & set up Business Units
- Established Consumer-led plan & applied it across functional groups
- Led a team that achieved budgets and surpassed financial targets
- Taught Communication & Presentation skill building classes

NIKE, Inc. Beaverton, Oregon

March 2002-Aug 2015

VP/GM Running Emerging Markets

Oct 2012-Aug 2015

Manage holistic Running business & Cross-functional team across EM territories (South/Central America, Mexico, Africa, India, SEA, Korea, Pacific).

- Grew revenues to \$1.1B, increased profitability 240 bps
- Built, managed & co-located HQ internal cross-functional team
- Led construction of Running teams in 6 of 9 EM territories
- Achieved #1 Brand position in 7 of 9 territories
- Inspired 1M new runners (estimated) to take their 1st stride

GM Running Central & Eastern Europe

May 2011-Oct 2012

Manage holistic Running business & cross-functional team across CEE territories (Central Europe, Middle East, Africa).

- Grew revenues from \$100M to \$200M while increasing GM% 150 bps
- Managed internal cross-functional team – Sales, Merchandising, Brand, Finance
- Helped build teams in 3 of 7 territories
- CEELT contributing member
- Maximum Award winner Girl Effect

GM Team Sports Equipment & Athletic Training Equipment

Sept 2007-May 2011

Product & business oversight for all TSE products globally and additional bag merchandising responsibilities for AT.

- Product and business management of over \$800M; double-digit revenue & GM growth annually
- Grew to #1 market share globally in socks, receiver's gloves, batting gloves
- Managed team of 85, 9 direct reports
- Oversaw business & launch efforts of Elite sock & receiver glove palm lock up
- Maximum Award winner Rivalries

Global Business Director (Fitness, Sports Accessories)

Oct 2005 – Sept 2007

Direct 7 product categories with revenue of \$105M. Hired and managed team of 5 (one carryover) – fresh start business. Developed & implemented strategic business plans for all categories. Cross functional Equipment leader for women's business.

- Drove focus into 3 categories with corporate brand alignment
- Achieved 11% CAGR
- Reduced sku count by 28%, improved GPM% 500 basis points
- Worked cross functionally to include key products in all regional initiatives
- Played "Substitute GM" for 6 weeks

Asia Pacific Equipment Business Director (Team Sports, SSA)

April 2004-Oct 2005

Direct non-bag EQ businesses. Develop long-term business strategies that drive sustainable growth. Integrate coordination across business units to deliver appropriate product in a timely, profitable manner. Manage & collaborate with country business teams to achieve financial goals.

- Achieved \$100 million revenue and almost \$50 million GM (FY05)
- Targeted & achieved 20% CAGR
- Delivered Korea EQ business strategy in absence of country business director
- Grew socks business 16% after 2 seasons of downtrend

- Lead country teams to most efficient product offerings in 3 years

Asia Pacific Equipment Business Director (Bags, Socks, Sports Accessories)

March 2002-April 2004

- Achieved 30% CAGR, delivered \$67 million revenue
- Consolidated local, regional and global product engines to offer focused APEO collections
- Collaborated in establishing Tokyo Design POD
- Filled the role of operations liaison for wave 1 countries during NSC change

EARLIER PROFESSIONAL EXPERIENCE

VP Global Product & Marketing - Eagle Creek Travel Gear, California 1999-2001

VP Global Communications, VP/GM Outdoor Footwear - Fila Group, Italy/Colorado/Oregon 1996-1998

Director Performance Footwear/Product Manager Footwear - The Rockport Company, MA 1992-1996

Product Development Manager - Etonic, Tretorn, Puma, Massachusetts 1991-1992

Associate Product Manager, Running Footwear - New Balance, Massachusetts 1989-1991

Promotional Representative - AVIA, Washington, D.C. 1987-1989

Retail Store Manager - NIKE, Inc., Washington D.C. 1985-1987

OTHER NOTABLES

STUDIES

Marymount University, 1988 – MBA Finance & Management

Georgetown University, 1984 – BA, Economics

EXCEPTIONS

Runner – All America Cross Country, 5000 meters; 4-minute miler; Mt. Fuji speed ascent record; Leadville Trail 100

Climber – Instructor - Rock, Ice, Alpine, Traditional, Sport

Host of *Fortune Radio*, business radio show from *Fortune Magazine*

Selected as one of *Sports Trend Magazine's* 21 leaders for the 21st Century