



Erika Wykes-Sneyd

Bavaria, Germany

Global Vice President and General Manager, Adidas

Erika is Global Vice President and General Manager of adidas /// studios (three stripes studios). She is establishing how the world's most iconic sport-lifestyle brand advances the open Metaverse across blockchain, web3, gaming and virtual experiences. Prior, Erika was the Global CMO for adidas originals, collaborations and basketball. As CMO of Adidas lifestyle business, she oversaw a global team of 90+ responsible for establishing strategic direction across footwear franchises, apparel, collaborations and basketball. She oversaw the global marketing & consumer experience teams responsible for some of the greatest go-to-market launches of all time such as Gucci x Adidas, Moncler x Adidas, the launch of Adidas Forum footwear franchise, the re-launch of Adidas basketball and the #1 Hype Drop of all time – adidas originals NFT-backed collaboration with the Bored Ape Yacht Club, Gmoney and Punks Comics which grossed \$24-million in 24-hours.

Her leadership introduced 'The New Age of Originality' to adidas — a multi-disciplined portfolio approach to winning a new generation spanning footwear franchises, collaborations, emerging tech consumer experiences and new member services. She set the 3-year vision for the adidas brand's burgeoning connection to style credibility, youth culture and the emerging creator culture.

In a career spanning action sports, fintech, accelerated tech, gaming, fashion, automotive and advertising, there's one common denominator — Erika's understanding that iconic brands are bound by a deep and passionate connection to community, proven by the product and experiences they offer. Born in Palm Springs, California, Erika currently resides in Erlangen, Germany.

Member of the Supervisory Board of tonies SE since 2023

PERSONAL INFORMATION

Year of Birth: 1983

Place of Birth: Palm Springs, United States

Nationality: American

ACADEMIC CAREER

2017 - 2018 Harvard Business School Executive Education

2001 - 2005 Chapman University Business Administration, Marketing & Management

PROFESSIONAL CAREER

Adidas / Global Vice President & General Manager DEC'22 - current

Adidas / Global Vice President, Marketing & Communications, adidas Originals, Collaborations and Basketball JAN'21 - Dec'22

PayPal / Global Head of Brand Experience & Innovation MAY'19 - NOV'20

Uber / Global Head of Brand Relevance MAR'17 - APR'19



Google / Emerging Business Development & The Zoo	MAY'14 - MAR'17
Sony PlayStation / Sr. Manager Brand & Product Marketing	JUN'11 - MAY'14
Saatchi & Saatchi (Toyota, N.A.) / Supervisor, Action Sports	DEC'08 - JUL'11
Rock & Republic / Head of Marketing & Partnerships, Rock Racing	MAY'07 - DEC'08
Roland Sands Design/ Global Marketing & Sales	SEPT'03 - MAY'07

CURRENT MEMBERSHIPS IN OTHER STATUORY GERMAN SUPERVISORY BOARDS

None

CURRENT MEMBERSHIPS IN COMPARABLE GERMAN AND FOREIGN SUPERVISORY BODIES

None

RELEVANT KNOWLEDGE, SKILLS AND EXPERIENCE

Brand Marketing lead for the #1 console launch of all time, the PlayStation 4. Responsible for the hardware, accessories and product marketing P&L as well as go-to-market launch for Sony PlayStation globally with special focus on North America. Led the go to market launch of PlayStation master brand, PlayStation 4 and their entire portfolio of 1P and 3P partnerships spanning Activision, Blizzard, Ubisoft, Bungie and Rockstar Games.

Led the development of a 5-year marketing strategy for Adidas lifestyle category, Adidas Originals spanning apparel, footwear franchises, collaborations and basketball. The strategy dubbed "The New Age of Originality" aimed to re-position Adidas core franchises as the most desired and influential. It included break-through marketing partnerships with Balenciaga, Gucci, Moncler as well as the #1 Hype drop of all time, "Into the Metaverse" which resulted in \$24M in revenue in 24-hours as the first NFT-backed drop by a global brand.

She has incepted and orchestrated global marketing strategies for brands such as Disney, Marvel, PlayStation, XBOX, Adidas, Lego among others. She has led global teams of 120+ across all disciplines of marketing spanning creative, media, content, partnerships & collaborations, trade/retail, promotions and measurement/insights.

Her understanding of consumers, culture and ability to execute with excellence across multi-national organisations makes her a highly influential and sought-after leader.