

Pamela H. Neferkará



__Independent Director
__Senior Advisor
__Former Nike Vice President

Offices in

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Pamela is an **experienced brand leader** with expertise in **brand management, ecommerce and retail**. Pamela is also known for her **talent leadership** of large, **multi-national teams**. Currently, she is the **Founder and Principal of Elmira Street Associates, LLC**.

Pamela is an **Independent Board Director and Advisor to the CEO of Hanna Andersson**, an ecommerce retailer specializing in children's apparel. Pamela provides guidance on **brand building, talent, strategy, partnerships and influencer and celebrity endorsements**.

She has **previous board experience** as the sole Independent Director for **Cover FX Cosmetics**.

Her investment and advisory work also includes:

- __Digital Advisory Panel, **Genesco, Inc. (NYSE: GCO)**, a global teen retailer
- __Redefining brand organization and talent strategy for **MTV Entertainment**
- __Retail Strategy for **Freeland Spirits**, a woman-owned distillery (investor)
- __**Kann Restaurant** 2023 James Beard Award, Best New Restaurant (investor)
- __Advisory Board, **Main Street Hospitality Group**, hotel owner & operator
- __Advisor to **Overtime Select**, an elite High School Girls' Basketball League

Formerly **Vice President of Retail Brand Marketing for Nike's \$15B North America Region**, Pamela led a team of **200 employees**. She architected Nike's shift to **ecommerce** which grew from **\$200M to \$1B in revenue** over a 5-year period. Pamela also helped establish the **Jordan Brand**, the only successful sub-brand in Nike's history. In addition, she led the Nike Global marketing efforts in its **international expansion** of ecommerce including Japan and China. Pamela also led the Nike retail brand function in Western Europe where she managed a **\$150M/€193M annual budget and led a multi-cultural team of 150 employees**.

Throughout her career at Nike, Pamela, pioneered **alternative work schedules**. She was the first **single parent ex-pat** at Nike and was a leader of the **Black Employee Network**, Nike's largest employee affinity group.

Affiliations

- //**Woman of Influence Award 2024**, Portland Business Journal
- //**Board Director**, Planned Parenthood Columbia Willamette, Portland, OR 2023-Present. Co-Chair Nominating and Governance/DEI Committee
- //**2022 Director to Watch** Directors and Boards Magazine
- //**Corporate Director Academy 2022**
- //Member, **National Association of Corporate Directors** 2018-Present
- //**Board Chair Emeritus + Founder Nike Wing Women** Alumni Network
- //**Women on Boards** Portland Conference Co-Chair 2021

Education

MBA Marketing Full Fellowship
Whitman School of Management; Syracuse University; Syracuse, NY
B.S. Business Administration, Magna Cum Laude
Old Dominion University; Norfolk, VA

References available upon request