

Birgit Kretschmer

Member of the Executive Board



Birgit Kretschmer was born in Schillingsfuerst, Germany, in 1970 and is a German national. She holds a degree in Business Administration with a focus on International Finance from the Technical University of Nuremberg, Germany. She began her professional career at Sparkasse Rothenburg before joining adidas in 1994. Between 1994 and 2020, Birgit held various senior finance positions at adidas, including Head of Group Treasury, Chief Financial Officer of adidas International BV, Head of Reebok Controlling Central Europe, Head of PMO Global eCommerce, Chief Financial Officer Europe, and Senior Vice President Corporate & Global Operations Finance. In January 2021, she joined the Executive Board of C&A Europe as Chief Financial Officer. Since September 2026, Birgit has been a member of the Executive Board of adidas AG.

Birgit Kretschmer is also:

- Member of the Supervisory Board, Mister Spex SE, Berlin, Germany
- Member of the Supervisory Board, Ceconomy AG, Düsseldorf, Germany