



# ANTONIO ZEA

CEO

## PROFILE

I am a futurist.

I am a visionary.

I am an influencer of transformational thinking.

The possibilities within product strategy and innovation are boundless. I enable organizations to move away from “how we’ve always done it.”

I help decrease the distance between brands, their consumers, and the future they can create.

My passion, creativity and twenty-four years experience in the global product market differentiate me from my competition.

Let me show you how.

### CONNECTED FANATICS | Amsterdam, Netherlands

CO-FOUNDER | May 2020 – Present

- A smart product experience platform for a more connected, sustainable and community-based future in sports, fashion and music
- [Connected Fanatics](#)

### DIGITAL INNOVATION USA INC | Portland, OR

CEO | 2019 - Present

- Develop strategy and direction that align with Digital Innovation AG.
- Maintain a deep knowledge of the consumer, markets and industry related to the clients.
- Set revenue and profitability goals in alignment with the CFO and Digital Innovation AG.
- Work with the CFO and senior stakeholders to maintain all aspects of the P&L.
- Build a client base and negotiate agreements.
- Digital Innovation Group innovation lead - create and apply proprietary innovation tools, platforms, and methodology.
- Digital Innovation Group Product Creation lead – liaison for start-ups and factories to build and develop footwear, apparel, and accessories for start-ups. I focus on research, idea, development, brief building, tech pack creation and prototyping.

### UNDER ARMOUR | Baltimore, MD

NON-COMPETE PERIOD | Dec 2018 – Jun 2019

### UNDER ARMOUR | Baltimore, MD

Sr. Director, Global Football & Rugby Footwear | Sep 2015 – Dec 2018

- Conducted continuous research on the global football consumer and market to identify unmet needs, problems, white space and opportunities.
- Created emotional stories from unmet needs and opportunities.
- Developed a vision and innovation roadmap for the future of football on a 5-year horizon.
- Managed product lifecycle and technology cadence.
- Created asymmetric strategy to combat competition with product range architecture.
- Briefed design and development for product creation.
- Drove revenue and focused on margin growth.
- Worked cross category with design, development, innovation, testing, brand, finance, materials and sales. In addition, liaised with Global Football apparel and accessories.

## ASSOCIATIONS & SPEAKING ENGAGEMENTS

- Multiple domestic advisory board positions
- Multiple domestic and international Innovation conference speaking engagements

## PATENTS

- July 21, 2016 – Modular Shoe, Publication # WO 2016/113082 A1
- July 21, 2016 – Baseplate for a Shoe, Publication # US 2016/0206048

## CONTACT



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## NON-COMPETE PERIOD | Herzogenaurach, Germany

Nov 2014 – Sep 2015

## ADIDAS AG | Herzogenaurach, Germany

Sr. Director, Global Innovation – Soccer | Mar 2013 – Nov 2014

- Inspired a vision of the future of football on a 3-5 year horizon.
- Defined the strategic Innovation plan and product architecture to achieve the vision.
- Ensured meaningful and valuable innovations are created and delivered. Created business plans for concepts including launch, planning, scalability, life cycle, ROI, and profitable margins.
- Immersed the innovation team in the lives of our target consumer. Developed a deep understanding of the sport and the consumer's lives to uncover and identify previously undiscovered needs and desires that lead to meaningful innovations.
- Identified meaningful new opportunities through existing and emerging research and technology. Created simple, unexpected, innovations with substance, credible stories that create emotional response in consumers.
- Developed project names as well as the story of the concept through qualitative and quantitative performance results and emotional connection to the target consumer.

## ADIDAS AMERICA | Portland, OR

Director of Soccer & Rugby, North America | May 2007 – March 2013

- Developed and executed the soccer marketing strategy for North America across Product (Footwear, Apparel, Hard goods), Brand Marketing, Sports Marketing, Events, and PR.
- Developed integrated Go-To-Market plans that yielded growth.
- Worked cross-category to integrate the soccer strategy with other business units – Running, Training, US Sports, and Basketball as well as Finance, Planning, Product Creation, and Sales.
- Managed a 38-member team renowned for Esprit de Corps.
- Managed a budget of \$200m +.
- Executed a comprehensive 2010 FIFA World Cup strategy that resulted in double digit net sales growth and a 35%+ increase in profitability for the category.
- Developed and executed a comprehensive plan with Major League Soccer that yielded 25%+ CAGR from 2005 to 2011.

## B E Y O N D 1 0 - Y E A R S

### **ADIDAS AMERICA | Portland, Oregon**

Category Manager, Soccer & Rugby Footwear / Hardgoods / Marketing  
Feb. 2005-May 2007

- Analyzed market data and trends; identified opportunity for growth and positioned the category relevant to global and US needs. Grew sales 35%+ in 2 years.

### **ADIDAS-SALOMON AG | Herzogenaurach, Germany**

Product Manager, Soccer & Rugby Footwear Marketing  
Feb. 2003-Feb. 2005

- Executed product process from brief to launch. Creation of the global Soccer/Rugby footwear range, including the 2006 FIFA World Cup range.

### **ADIDAS AMERICA | Portland, Oregon**

Project Manager, Footwear Development, Adventure/Outdoor  
Nov. 2000-Feb. 2003

- Responsible for all aspects of product development for the highly technical outdoor product category.

### **ADIDAS-SALOMON INTERNATIONAL SOURCING | Guangzhou, China**

Manager, Footwear Development  
Jan. 1999-Nov. 2000

- Worked directly in an overseas factory facility to produce prototypes, sales samples, and production confirmation samples on stringent timelines.

### **ADIDAS AG | Herzogenaurach, Germany**

Technical Trainee, Footwear  
Jan. 1998-Dec. 1998

- Completed technical shoe making course including theory of design, development, marketing, and production, as well as management training, biomechanical study, and communications.

### **ADIDAS AMERICA | Washington, DC**

Promotions Representative, Soccer  
Feb. 1996-Dec. 1997

- Coordinated Major League Soccer, college, and youth marketing and promotional activities by serving as the primary liaison between contracted properties and adidas America.