

BOARD PROFILE



PAMELA NEFERKAR

Portland, OR

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Global Growth Strategist | e-commerce \$200M P&L |
Independent Board Director | Digital Commerce | Brand
Management | Former Nike VP | Angel Investor |
Morning Coffee Devotee

VALUE-ADDED EXPERIENCE FOR BOARDS

- Pioneering digital commerce leader and first US GM for [nike.com](#) with \$200M P&L
- Architect of Nike's global shift to ecommerce which grew from \$200M to \$1B in revenue over a 5-year period.
- Scaled e-commerce businesses globally to Japan and China
- Led retail brand marketing team of 150 across 15 countries in Western Europe as a single-parent ex-pat living in Amsterdam, The Netherlands.
- Previous P&L responsibility in packaged goods industry
- Transformative leader of large, diverse international teams
- Appointed to Genesco (NYSE: GCO) Digital Advisory Panel to advise CDSO & board

CURRENT AND PRIOR BOARD EXPERIENCE

- Hanna-Andersson (L. Catterton portco) Independent Director, *2020-Present*
 - Member Audit and Compensation Committees
- Cover FX (L. Catterton portco), Independent Director, *2020-2023*
- Main Street Hospitality, Hotel Owner/Operator, Board Member, *2022-Present*
- Pacific Northwest Chapter, National Association of Corporate Directors (NACD), Board Member, *2026*
- Extraordinary Women on Boards (EWOB) Cohort Leader, *2021-Present*
- Planned Parenthood Columbia Willamette, Board of Directors, *2023-2025*
 - Co-Chair Equity and Governance Committee (nom/gov); Member, Executive Committee
- French International School, Portland OR, Board of Trustees, *2015-2019*
 - Co-Chair Committee on Trustees (nom/gov); Member Head of School Search Committee; Chair Marketing Committee

BOARD TRAINING

- 50 Women to Watch; 50/50 Women on Boards
- Corporate Director Academy by Maggie Wilderotter
- PRISM Board Readiness by L. Catterton; inaugural cohort
- Boardroom Brilliance by Illumym; inaugural cohort
- OnBoarding Women, Deloitte & Spencer Stuart; by invitation

CAREER HIGHLIGHTS

Nike, Inc \$50B global apparel and footwear company 1999-2018

eCommerce/Retail Transformational Leadership

- Vice-President, Retail Brand Marketing for Nike's \$15B North America region, driving brand and consumer experience. Established a vision that improved brand strength, expanded the brand's direct retail impact and maximized wholesale relationships.
- As first GM of nike.com in North America, led \$200M P&L and drove the strategy to shift Nike's digital focus to ecommerce, laying the foundation to grow from \$200M to \$1B in revenue in 5 years.
- While Global Sr. Brand Director of nike.com, helped to expand the brand's eCommerce footprint into Japan and China.
- Led Nike retail marketing in Western Europe during the London 2012 Olympics. Effectively bridged cultural differences across 15 countries while managing a \$150M marketing budget in three currencies and leading a team of 150.

Nike Brand Marketing

- Marketing Director for Jordan Brand; helped establish the only successful sub-brand in Nike's history, now over \$7B in revenue.

Transforming Culture

- Pioneered alternative work schedules at Nike and helped to set the foundation for improved benefits company-wide.
- As Nike's first single parent ex-pat, expanded the company's willingness to consider a broader range of employees for overseas placement.
- Transformative leader of Nike's largest employee affinity group

Bristol-Myers Squibb Consumer Businesses 1986-1999

Packaged Goods/Consumer Marketing

- Senior roles at multiple divisions in haircare and personal care categories.
- Senior business leader managing the sale of \$20M brand in the deodorant category with Goldman Sachs and Skadden Arps.

EDUCATION

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