

# Pamela H. Neferkará

Portland, Oregon



\_\_Independent Director  
\_\_Senior Advisor  
\_\_Former Nike Vice President

## KEY BOARD SKILLS

\_\_Global Consumer Focus  
\_\_Strategic Brand  
Management + eCommerce  
& Retail Expertise  
\_\_Sought After Mentor

## LEADERSHIP EXPERIENCE

\_\_VP, Nike Retail Brand  
\_\_GM, Nike.com  
\_\_CPG Brand Leader  
\_\_Multiple Global Roles + Ex-  
Pat Experience

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Pamela is an experienced independent board director and brand leader. To the boardroom, she brings a relentless focus on the consumer, a unique combination of strategic brand management and retail/ecommerce expertise and success as a mentor to senior leaders across a spectrum of industries. She is the Founder and Principal of **Elmira Street Associates, LLC**, a consulting practice focused on governance, brand strategy and angel investment.

Pamela is the sole Independent Board Director, an audit committee member and an advisor to the CEO of **Hanna Andersson**, an ecommerce retailer of children's apparel. Pamela provides guidance on brand building, talent, partnerships and influencer and celebrity endorsements.

Pamela serves on the **Main Street Hospitality Group** Advisory Board (which functions as the BOD), a family-run boutique hotel owner & operator. She is also on the board of a non-profit health care organization which operates nine clinics throughout Oregon and Southwest Washington where she Co-Chairs the Governance and Equity Committee and was appointed to the Executive Committee. Previously, she was the sole Independent Director for **Cover FX Cosmetics**, an **L Catterton** investment.

Pamela serves as an advisor to the board and senior leadership of **Genesco, Inc** (NYSE:GCO) as a member of their Digital Advisory Panel. She is also an 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 and a former GM for **nike.com**, Pamela architected Nike's shift to ecommerce which grew from \$200M to \$1B in revenue over a 5-year period. During her career at Nike, Pamela helped establish the **Jordan Brand**; led the **Nike Global** marketing efforts in its international expansion of ecommerce including Japan and China; and 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 was an advocate for employee life balance. She was the first single parent ex-pat at Nike and a leader of **Nike's** largest employee affinity group, The Black Employee Network.

## Affiliations

\_\_Woman of Influence Award 2024, Portland Business Journal  
\_\_Founding Member, Extraordinary Women on Boards (EWOB)  
\_\_Member, National Association of Corporate Directors, 2018-Present  
\_\_Graduate, Corporate Director Academy by Maggie Wilderotter, 2022  
\_\_Board Chair Emeritus + Founder, Nike Wing Women Alumni Network

## 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*