



## Ed Farah

### Qualifications Summary

Ed has over 25 years of experience as a financial executive, with the last 16 years focused in the sporting goods and direct to consumer industry. His expertise includes cross functional planning and execution, wholesale DTC, strategic financial planning, controllership, P & L management, inventory planning, reporting and liquidation, and business process improvement.

### Professional History

Nike	NA Finance Director, DTC Inventory and Operations	2017 – 2020
	NA Finance Director, Basketball	2013 – 2017
	NA Finance Director, Basketball & Running	2011 – 2013
	US Finance Director, Golf	2008 – 2011
	Controller, Golf	2005 – 2008
FEI Company	Assistant Corporate Controller	2003 – 2005
AVANT! Corporation	Head, US Accounting	2000 – 2002
Deloitte	Senior Auditor	1996 – 2000

### Accomplishments

- At Nike, led 3-year strategic plans, budgeting, forecasting, performance management, and cross-divisional collaboration with Sales, Demand Planning, and Product Management.
- Delivered 3-year divisional compound annual growth rate of 18% by driving improved collaboration, planning, process, and reporting.
- Worked with Sales and Product Management to establish lifecycle management, product transitions management, liquidations, and inventory buy management, increasing profitability and supporting both short-term and long-term decision making.
- Engaged with Sales to increase sales and margin of Elite Socks by \$2M per season through persuading senior management to adjustments of pricing and discounts.
- Modeled reverse logistic financials to influence Supply Chain and Store Operations, minimizing number of units returned to warehouse and saving \$2M per season.
- Created finance inventory reporting package for the North American Direct-To-Consumer division.
- Created business reporting, driving transparency and improving performance management
- Member of Audit Committee at FEI Corp.

### Licenses / Education

- Bachelor of Business Administration - Accounting, University of Portland