



greg merrill

3x Girl Dad | Transformation Executive |
Digital Innovator | Startup Advisor | Fitness Geek



Building a better future through empathetic leadership, human connection, and disruptive innovation.

Greg Merrill has built his expertise at the epicenter of strategy, technology, innovation, and sport. He is passionate about the power of diverse and empowered teams leveraging modern technology and data in innovative ways to fuel exponential growth and competitive advantage.

Greg currently leads Nike's Digital Transformation, responsible for driving the most critical, complex, and cross-functional strategic initiatives that power growth and transformation across the enterprise. With initiatives spanning from Product Creation to Planning & Supply Chain to the front-end Consumer & Marketplace Experiences he has a wide purview and influence across the enterprise. His early years at Nike were in the Advanced Innovation and Global Operations & Technology divisions and he established Business Development as a center-of-excellence focused on creating high-value strategic partnerships, tackling complex initiatives, launching new business models, and establishing best practices designed to elevate Nike's approach to strategic partnerships.

Greg's Board and Advisory experience includes robotics and automation, sustainable dyeing, manufacturing, and B2B & B2C marketplace companies. He currently serves as a Board Advisor for **WANTD**, the industry's only management and trading platform powered by proprietary AI, **The List**, the first social commerce platform for luxury fashion, and **Earthscape VR**, combining virtual reality and the Overview Effect to improve human performance. Additionally, he serves as a Board Member for **Punks & Pinstripes**, a private corporate transformation executive network. He also serves as a mentor and advisor to startups and growth-stage companies within Plug and Play Tech Center, Endeavor, and Stanford's Latino Business Action Network. He is a fierce advocate and ally for supporting and developing the next generation of women and BIPOC leaders.

Prior to Nike, Greg spent a decade co-founding and leading a series of technology development and commercialization ventures across a wide range of areas including green energy, materials recycling, and a sustainable-focused lifestyle and footwear brand. Before that he ran operations for a health and fitness company in the Washington, D.C. area. Greg received his B.Sc. in Kinesiology from the University of Maryland and his MBA from Johns Hopkins Carey Business School.

