



EXECUTIVE BIOGRAPHY



\$5.5B+ P&L

12K+ Team Size

25% Net Sales CAGR

Global oversight: Greater China, Japan, Korea, Southeast Asia, Pacific, Middle East, Africa, India, & East Europe

EDUCATION & CERTIFICATIONS

Harvard Business School • 2018 & 2019

Executive Leadership Training

Master of Business Administration (MBA) in Finance & Marketing

Edinburgh Business School

Heriot-Watt University, Edinburgh, UK

Certified Management Accountant (CMA)

• Institute of Certified Management Accountants, New York, US

Chartered Institute of Management Accountant (CIMA) • UK

PROFESSIONAL QUALIFICATION

Association of Accounting Technician (AAT) London, UK, with Distinction.

As a strategic c-suite financial management leader and board member, Jason Thomas exhibits a passion for driving business growth through financial discipline, strategic planning and enablement, and teamwork. Jason is adept at driving value by piloting top- and bottom-line growth. He employs a lens of big-picture perspective built on diverse experience as a CFO, President, and Managing Director.

As a Board Member, Jason manages all legal entities across Greater China and JV in Jordan/Israel for the Adidas Group.

Embracing a data-driven culture, Jason has developed a strategic approach towards analytical maturity. He also promotes digital transformation through new and emerging technologies, thus enabling higher business growth and consumer engagement.

Currently, Jason serves as the President and MD of Adidas Group (Greater China). Here, he built digital capabilities and drove transformational change to boost organizational growth during the pandemic. He led the global operating model to achieve 60%+ YOY e-commerce and direct-to-consumer channel growth with profitability improvement of 200 basis points from 2020 – 2021.

Through digital strategies and next-generation technology, Jason improved consumer experience by 18% in 2 years. He also added 35% sales by establishing a creation center in Asia that developed products in China for China.

Showcasing a passion for developing people, Jason structured a 60% new management bench in 18 months. Here, he employed a diversity, equity, and inclusion approach, onboarding 50% women leaders in the management team.

Previously, Jason served as the CFO of Adidas Group (Asia Pacific). Here, he integrated 5 key markets (China, Japan, Korea, SE Asia, and Australia), garnering a reputation as a pivotal driver of the 2017 – 2019 growth strategy with net sales CAGR 25% growth. Jason remained a pivotal contributor in aligning China with other APAC markets.

Jason established a productive and efficient shared service function for the APAC markets in Dalian. From 2014 – 2017, Jason served as the Managing Director of Adidas Group (MENA). Here, he grew digital business across the Gulf region and attained a market leadership position, gaining an edge over competitor Nike by 8%+.

Most importantly, Jason is credited with building a high-performance management team from employees across 10 nationalities with 4 women leaders. He also transformed 20 multi-branded stores to mono-branded Adidas stores via a new subsidiary in Morocco. Additionally, he deployed SAP across 7 legal entities and 4 countries to streamline business operations.

Earlier, Jason operated as Vice President of Finance at Adidas Group (MENA). During this period, he grew business, attaining net sales CAGR of 18%, including one of the highest profitability percentages in the group—30.3%.

Jason's early career comprised roles such as Finance Manager and Financial Analyst with organizations such as Tetra Pak Gulf, Spinneys, and McDermott.

When Jason is not professionally occupied, he spends quality time with his wife and 2 daughters. He is a passionate collector of signed merchandise from athletes and entertainers. He is an avid supporter of the "Run For The Oceans" initiative to end plastic waste.