

**Herbert Hainer** (DE)

Chief Executive Officer and  
Chairman of the  
Executive Board  
adidas-Salomon AG  
Herzogenaurach



Born in 1954. Herbert Hainer studied business administration.

He started his professional career as Division Manager of Sales and Marketing in Germany with Procter & Gamble GmbH in 1979. Herbert Hainer joined adidas Germany in 1987 as Sales Director Hardware comprising bags, rackets and balls. Between 1989 and 1995, he worked as Sales Director Field which includes footwear, textiles and hardware as well as National Sales Director and as Managing Director of Sales and Logistics. In 1996, Herbert Hainer became Senior Vice President of Sales and Logistics for the regions Europe, Africa and Middle East. After being named Member of the Executive Board in 1997, he was appointed Deputy Chairman of the Executive Board in 1999, a position Herbert Hainer held until 2001. Since March 2001, he leads adidas-Salomon AG as Chief Executive Officer and Chairman of the Executive Board.

Herbert Hainer also serves as Member of the Supervisory Board of Bayerische Versicherungs-bank AG and FC Bayern München AG.

Theses

**Global Brand  
Management – How to  
Revitalise a Brand**

1. How can you manage a worldwide image turnaround?
2. How can you make conscious use of your grown values that define the spirit of your brand?
3. How important is your corporate culture in realising your image and using your values?
4. Is there a total shift from the importance of technical features to the importance of design?
5. Could a brand company outsource all activities by only relying on brand maintenance?
6. How can a company with European roots enter the US market and challenge the market leader?