

**Robbie Fuller**

Category Designer, Global Advanced Footwear Team, adidas

Robbie Fuller holds the position of Category Designer for Global Advanced Footwear, focused on projects created for the US market. He began his adidas career eleven years ago as a footwear designer for the Cross Training category. Since then he has held multiple senior level positions on global running (based in Herzogenaurach, Germany), walking and account exclusives teams. Most recently he held the position of Category Designer and led global basketball footwear design (based in Portland, Oregon).

As Category Designer for the advanced team, Robbie is responsible for overseeing the creation of lead footwear concepts as they transition from the adidas Innovation team to the individual Business units based in the US (basketball, US football, baseball, US running). Recent projects include the adizero Crazy Light and the Derrick Rose signature line.

Robbie holds a BA degree in Industrial Design from North Carolina State University, located in Raleigh, North Carolina.

A former player in his own right, Robbie participated in AAU basketball for 5 years, this included 2 state championships and 2 national tournament invitations. In high school, Robbie was named MVP of his junior varsity squad before being called up to the Varsity team as a 10<sup>th</sup> grader. His first game at that level was a state playoff game against future seven-time NBA ALL STAR Antwan Jamison. Since then he continues to stay active in rec league basketball, slamball, and most recently ping pong.