**PAUL GAUDIO, GENERAL MANAGER - ADIDAS DIGITAL SPORT**

As General Manager of adidas Digital Sport, Paul Gaudio leads the creation, development and operations of new end-to-end interactive businesses. With the aim of building a deeper connection to consumers through interactive services, Paul has led key initiatives in the areas of CRM/Consumer Marketing, miadidas Mass Customization, miCoach Wearable Technologies and Connected Experiences. Paul earned a degree in Industrial Design from Carnegie-Mellon and over the last 25 years has held a variety of key roles including: Director of Design at adidas America, Co-Founder, I-Generator, a boutique innovation consulting firm in Portland OR, Director of Design and Development, Norton Motorcycles, and most recently Head of Strategy, adidas Sport Performance, where he championed the idea of extending the adidas brand into the interactive space.