**SIMON DRABBLE, DIRECTOR OF PRODUCT CREATION, ADIDAS DIGITAL SPORTS**



As Director of Product Creation adidas Digital Sports, Drabble is responsible for leading and developing the overall marketing strategy for the interactive business unit. In this role, he drives the product development road map for the entire miCoach platform including consumer facing solutions (apps, devices, web services) as well as future solutions for the Team Sports business including the miCoach Elite Team System

Prior to leading the adidas miCoach creation team, Drabble has held key positions in international high technology industries including the mobile phone and sport and fitness monitoring technology sectors. Most recently, he was with Polar Electro Oy, a global market leader in heart rate monitor products, in various roles. Throughout his career, Drabble has gained vast experience in a variety of capacities including digital marketing, customer support, product education, account management, product management and strategic partnership management.