

## Meg S. Burich



**Leader with proven success in consumer and industrial products marketing, strategy development, team leadership, and new product introductions. Focus on brand equity growth, volume and margin growth, and customer relationships. Expertise in strategy implementation, business leadership and market creation.**

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### PROFESSIONAL EXPERIENCE:

**Adidas Group – adidas digital sports** (Chadds Ford, PA)  
***Commercial Development and Marketing Strategy***

***9/2008 – present***

Development and commercialization of proprietary sports monitoring technology for professional and every day athletes

- Developed a system of wearable technology and coaching tools to advance the field of physiological training for athletes
- Pioneered the use of technology by the first smart professional league - Major League Soccer
- Adapted training techniques used by elite athletes to the general consumer population in the growing field of wearable tech.
- Awarded 12 patents

**TEXTRONICS INC. – venture backed start up company** (Wilmington, DE)  
***Marketing and New Business Development***

***9/2004 – 2008***

Focused on commercialization of breakthrough technology in sports and fitness market.

- Developed high visibility market introduction strategy focused on generating publicity with consumers, trade and the investment community.
- Managed marketing elements including creation of brand and positioning to launch product via web sales and expand through retail distribution.
- Instrumental in generating company's first revenue stream. Worked to establish image for company as "pioneer" in emerging field of electro textiles.
- Created, managed and implemented new media programs to attract and retain new customers.
- Employee #4 - part of successful exit strategy and sale to adidas Group in 2008

**DUPONT TEXTILES AND INTERIORS** (Wilmington, DE)  
***Global Marketing Director***

***9/2002 to 6/2004***

Managed marketing mix for global Intimate Apparel Business which represented \$500MM in revenue and included the LYCRA® brand. Led global organization with a consumer business pull thru marketing process that resulted in the introduction and commercialization of a major new offering.

- Identified \$30MM new business opportunity focused on well being through consumer research data.
- Delivered an offering package that included a new product portfolio and marketing services.
- Led global commercialization including training of 200 person global sales and marketing organization.
- Developed new programs and merchandising materials for global customers including Nike and Vanity Fair.

**DUPONT TEXTILES AND INTERIORS** (Wilmington, DE)  
**Global Marketing Director**

**6/2000 to 9/2002**

Managed marketing mix for the global Apparel and Home Textile Business including the Teflon® brand. Responsible for developing integrated marketing, sales and communication programs linking DuPont with key retail and manufacturing partners. Total value of the business was in excess of \$500MM.

- Led global brand positioning development, creative review processes, agency selection and implementation of brand communications for Teflon®.
- Worked with marketing team to develop co-branded programs with major national brands including Liz Claiborne, Levi Dockers, The Gap, Federated Department Stores, WAL\*MART, and Target.
- Developed and executed marketing programs that defined existing “white spaces” for the Teflon® brand in order to leverage its global leadership positioning into new end uses. This helped lead to \$50MM in new business opportunities.

**DUPONT – HOME AND INDUSTRIAL TEXTILES** (Wilmington, DE)  
**Marketing Manager**

**10/1998 to 6/2000**

Responsible for driving strategic marketing process for diverse set of businesses that total \$600M in annual revenue. Markets served included automotive, personal care, home interiors, government as well as new business development.

- Developed and implemented marketing competency program called “Marketing University” for a customer interface organization of 500 people using Six Sigma methodologies.
- Led organization through evolution from sales orientation to marketing orientation – defining new market spaces and developing new strategies.
- Developed and maintained Intranet Portal to facilitate communications across global organization.

**DUPONT LYCRA®** (Wilmington, DE)  
**Marketing Manager**

**9/1996-9/1998**

Responsible for leading the development and implementation of integrated marketing and communications campaign including PR, Advertising and Promotions for the LYCRA® brand. Key categories of concentration were Intimate Apparel, Activewear and Swimwear markets totaling \$350 Million in annual sales revenue. Overall marketing communications budget totaled \$20MM.

- Led positioning, concept development and launch of new product technology to key accounts including Sara Lee, Victoria's Secret and Vanity Fair.
- Managed multi-functional team of 20 marketing, sales, product development and communications professionals to create value for key accounts in order to gain new business.
- Managed agency team including advertising, public relations, merchandising and promotions.

**DUPONT LYCRA** (Greensboro, NC)  
**Market Segment Manager**

**6/1994-9/1996**

Responsible for development and implementation of integrated marketing plans in support of North American Legwear Market accounting for \$110MM in annual sales. Developed new legwear products to help revive declining market segments. New products keyed on “wellness benefits” delivered through micro-encapsulation. A primary responsibility also included managing all major retail accounts.

**DUPONT NYLON** (Wilmington, DE)  
**Marketing Specialist**

**3/1991-5/1994**

Responsible for managing sales to account base worth \$40MM in annual sales revenue. Led multi-functional team through stage gate process for new product launch that capitalized on the early 90's trend to causal apparel.

**DUPONT POLYESTER**

**Marketing Representative** (Charlotte, NC)

**6/1987-2/1991**

Responsible for sales and marketing to develop accessory market for branded polyester.

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**EDUCATION and SPECIAL RECOGNITIONS:**

<b>Bachelor of Science – University of Delaware</b>	<b>1986</b>
<b>DuPont Marketing Excellence Award</b>	<b>2002</b>
<b>Six Sigma Market Process Champion</b>	<b>2003</b>

**Committee on Energy and Commerce**  
**U.S. House of Representatives**

Witness Disclosure Requirement - "Truth in Testimony"  
Required by House Rule XI, Clause 2(g)(5)

<b>1. Your Name:</b> Meg S Burich		
<b>2. Your Title:</b> Commercial Development and Marketing Director, adidas Digital Sports		
<b>3. The Entity(ies) You are Representing:</b> adidas Digital Sports		
<b>4. Are you testifying on behalf of the Federal, or a State or local government entity?</b>	Yes	No X
<b>5. Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2013. Only grants, contracts, or payments related to the subject matter of the hearing must be listed.</b>		
<b>6. Please attach your curriculum vitae to your completed disclosure form.</b>		

Signature: \_\_\_\_\_  \_\_\_\_\_ Date: March 1, 2016