



Daniel Cocking

Founder/CEO at Lacelessdesign | Assembling the best footwear talent for sports brands

Glasgow, UK

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Links

[Website](#) [LinkedIn](#)

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Languages

English (Fluent)

About

Hi! My name is Dan, Founder of Laceless, Ex-adidas, and lifestyle brand Siksilk.

At laceless we help brands create their footwear ranges by providing world class design and talent services.

In the past, I've ran footwear businesses, established teams and I've been lucky to lead the development of a number of successful innovation projects like these:

- Worlds first 3D printed performance cushioning midsole - FUTURECRAFT 3D
- "Worlds greatest running shoe" adidas Ultraboost - The "lightest ever soccer cleat"
- adizero 99 gram
- The first laceless tennis shoe - adidas Stycon

Needless to say, I love product creation. I like to connect this with a joy in seeing people realise their ideas. Whether that be a brand establishing it's unique footwear range or a footwear designer trying to land their dream role. Feel free to reach out, daniel.cocking@lacelessdesign.com

BRANDS WORKED WITH

Adidas

Dbc Clothing

Laceless Design

Experience

● Founder/CEO

Laceless Design | Jan 2015 - Now

We are on a mission to build the world's best footwear community to inspire, equip and connect designers. We inspire creativity and create opportunities by providing world class DESIGN and TALENT services to brands. We specialise in sports performance, athletic footwear and innovation application.

● Head of Footwear

Dbc Clothing | Apr 2020 - Jul 2022

Responsible for the global footwear business. Brought footwear inhouse from a footwear agent Opened a satellite office and hired a full footwear team. Launched Siksilk Performance. +140% YoY Sales + 170% YoY Profit

● Senior Product Development Manager Originals

Adidas | Nov 2019 - Apr 2020



● Senior Product Development Manager, adidas Team Sports

Adidas | Aug 2017 - Nov 2019

Leading a team of talented footwear developers who create the best for our athletes Field - FOOTBALL | RUGBY | HOCKEY | CRICKET Court - TENNIS | VOLLEYBALL | BADMINTON | HANDBALL Podium - WEIGHTLIFTING | WRESTLING | BOXING | CYCLING



● Innovation Manager, adidas Football

Adidas | Apr 2016 - Aug 2017

Working in adidas FUTURE team to bring the most revolutionary product innovation and business model innovation to adidas football



● Product Development Manager, adidas Running

Adidas | Jul 2014 - Apr 2016

Managing high performance Running footwear projects from concept to creation. Partnering with a global product creation team to create great



product on cost and on time. Working closely with adidas Innovation Team, adidas' advanced design team, and leading an Industrial engineering team to engineer innovative market leading products using industry leading manufacturing methods. Ultraboost Ultraboost Uncaged Pureboost Clima FUTURECRAFT 3D



- **Assistant Innovation Manager, adidas Sourcing**

Adidas | May 2012 - Jul 2014

Helping on projects like Glitch 1.0 adizero 99g Zerotex adizero 5 star Messi 15 Project managing sourcing teams with experts in the fields of Shoemaking, Pattern Engineering, Mechanical Engineering, Machinery, Chemical and Plastic Injection from across the world. Ensuring consumer focused products that keeps to calendar timelines across Tier 1, 2 and 3 suppliers.



- **4th Year Project - Kinematics of Tennis Sliding Movements (adidas)**

Adidas | Aug 2011 - May 2012

Continuation of tennis outsole research in a Novel 4th year project supported by adidas. Creating and using new lab tests for tennis athletes, working with VICON motion capture technology. Provided product recommendations to optimize traction for different athlete types



- **Footwear Development Intern, adidas Heartbeat Sports**

Adidas | May 2011 - Sep 2011

Led a successful project to develop an "engineered tennis outsole" for top level ATP players. Collaborated with factories, sports marketing, product testing, athletes and the innovation team to provide product solutions.

Education & Training

2008 - 2012

- **University of Strathclyde**

1st, Bachelor of Engineering