



Courtney Evors

Performance Apparel Design and Innovation Director | Design and Product Strategy | Sustainability | Product Development

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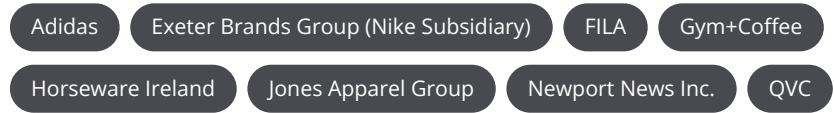
- English
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About

I'm an accomplished design leader with over 18 years in the sporting goods industry with proven abilities in creative direction, driving process efficiencies in project management, product innovation, sustainability and product creation.

As a former competitive athlete and a people-first leader, I know the importance of teamwork, collaboration and utilizing the team's strengths to achieve targets. Results and process-oriented, I know how to simplify complex problems, connecting the dots to find the best approach to ensure projects are delivered on time with the highest standards. I know how to get things done and have fun in the process.

BRANDS WORKED WITH



Experience



● Innovation Director

Horseware Ireland | Jul 2022 - Jun 2023

Horseware Ireland is an established global leader in the equestrian goods sector, focusing on Horse Rugs, Equestrian Apparel and Equine accessories with a mission to make life better for the horse and Rider.

Designed and implemented the brand's strategic Innovation/ NPD/ NPI plans in alignment with the brand's 4-year strategic growth target, developing a "best in class" innovation process and procedures throughout the organization to reflect the brand's strategic objectives and agreed on Key Performance indicators with a focus on bringing consumer-led seasonal stories to life at seasonal GTM launch.

Lead the long-term prioritization of sustainability, REACH compliancy, workmanship quality and proper testing and validation procedures to ensure commercial product quality standards.

Orchestrated seasonal range planning, storytelling, design, development and testing plans ensuring delivery success to market launch and production for complete equine product ranges. Managing 300 styles / 1800 SKUs / season.



● Head of Product and Design

Gym+Coffee | Aug 2021 - Apr 2022

Gym+Coffee is a 6-year-old Irish Athleisure start-up focusing on building a community around their motto of Make Life Richer.

As a member of the Senior Leadership team, I was responsible for the growth and leadership of the Product and Design team, consisting of 13 members, four direct Reports from Design, Development, Buying and Merchandising.

Established and implemented clear product identity while streamlining the end-to-end product creation process and product strategy in alignment with key stakeholders in the organization.

Overhauled Design and Development functions to create a new standard of product excellence, focusing on re-calibrating fit and inclusive sizing to align with industry and consumer expectations.



● Senior Manager Advanced Concepts

Adidas | Aug 2018 - Jun 2021

Product Marketing Role where I managed advanced concept product creation on a 48-month timeline using athlete-centric consumer insights

to create product briefs and storytelling for inline footwear and apparel business units.

Successful concepts onboarded to the inline Tennis BU include the adize-ro Cybersonic Tennis shoe.

Facilitated strategy for apparel innovation covering all sports categories fostering cross-functional collaboration focusing on sustainable material innovation.



- **Senior Manager Futures Running**

Adidas | Jan 2018 - Aug 2018

Sr. Footwear Product Marketing Role with a focus on Future Innovation Project Management and long-term product development with a focus on consumer insights and storytelling for Inline Running BU.

Coordinated with the Adidas future engineering Boost team and Futures design team to onboard and develop a new footwear concept for the Running BU leading to the successful launch of the Jetboost Run and Lifestyle franchises.



- **Design Director - Mens Training Apparel**

Adidas | May 2015 - Dec 2017

Global Design Director Men's Training Apparel.

Spearheaded and implemented global seasonal design direction and storytelling for Men's Training performance apparel in partnership with BU training leads, growing product category through the implementation of franchises with a focus on consumers using fit, function and movement.

Collaborated with both external partners and internal cross-functional counterparts across all business functions to ensure efficiency in the process and a holistic approach to seasonal briefings, colour, materials, graphics and product creations.



- **Senior Designer - Sports Performance Division**

Adidas | Feb 2013 - May 2015

Team lead for Team Sports - Specialty/ Regional Sports and Olympic Events

Promoted to the role of Director after shaping visual design direction and successful execution for the Adidas Heartbeat Sports team with a focus on the 2016 Rio Olympics on-field, global team wear and specialist sports performance apparel.

Grew and mentored a team of eight consisting of 4 designers, 2 graphic designers and 2 interns overseeing product creation for a variety of sports including Rugby, Cycling, Volleyball, Handball, Cross-Country Ski, Field Hockey, Badminton, Table Tennis and Cricket, with a bi-annual focus on Olympic events including Olympic Weight Lifting, Wrestling, Boxing and Winter Sports.



- **Senior Designer - Sport Performance Division**

Adidas | Jan 2009 - Feb 2013

Senior Designer for Global Running Apparel with a focus on Men's and Women's running apparel. Spearheaded the onboarding and final design for the Climachill brand concept, creating the visual direction and identity for the SS14 season. Orchestrating cross-functional collaboration and presentations to establish a clear product strategy to be shared across all sports BUs.



- **Project Designer**

Adidas | Jan 2008 - Jan 2009

Sr. Designer - Women's training - US focused product

- **Designer II**

Exeter Brands Group (Nike Subsidiary) | Jun 2007 - Dec 2007

Designer Men's training - Starter Brand

- **Activewear Designer**

Jones Apparel Group | Feb 2007 - Jun 2007

Activewear designer - Energie division



- **Designer**

FILA | Feb 2005 - Feb 2007

Designed Women's training/ fitness, Men's training, Men's and Women's running.

- **Associate Designer**

Newport News Inc. | Jan 2003 - Jan 2005



- **Vendor Liaison for Contempo Limited**

QVC | Oct 2002 - Jul 2003

Worked as liaison between QVC's marketing and design team and Contempo's HK office.

Education & Training

1997 - 2001

- **Syracuse University**

Bachelor of Science, Magna Cum Laude,