

# marimekko

## Carol Chen

### CURRICULUM VITAE

Born 1967  
Master's degree in Marketing, Boston University, USA



### Primary work experience

- 2019-**            **SEMIR**  
Co-CEO
  
- 2018-2019**    **ALIBABA**  
General Manager, Tmall Sports Business
  
- 1996-2018**    **NIKE**  
2015-2018    Vice President and General Manager, Converse, Asia Pacific  
2014           Vice President and General Manager, Territories and Sales, Greater China  
2012-2014    Vice President, Global sales, Global Basketball (USA)  
2009-2012    Category General Manager, Sportswear, Greater China  
1996-2009    Different positions in marketing as well as business and strategic planning
  
- 1994-1996**    **MCDONALD'S**, Marketing Manager
- 1992 -1994**    **DDB NEEDHAM WORLDWIDE**, Account Manager

Carol Chen is independent of the company and its significant shareholders.