



EXECUTIVE BIOGRAPHY

black/tag
INC.

Chris Kypriotis

*Former Vice President, Nike Inc. & President, Nike Brazil
Founder & CEO, BlackTag Inc.*

Chris Kypriotis is the former Vice President of Nike, Inc. and President of Nike Brazil, and the founder and CEO of BlackTag Inc.

At Nike (2011–2015) he took the business from US\$500M to over US\$2B through the 2014 FIFA World Cup and the build-up to the Rio 2016 Olympic Games. Under his leadership Brazil became Nike's third-largest market worldwide, with roughly 40% revenue CAGR, 67% EBIT growth and the highest market-share gains Nike had recorded there. The ten-year Nike Brazil 2020 Plan he built was later adopted as the standard across Nike's major geographies, and he sat on Nike's Global Leadership Team.

Before Nike, as Group Vice President of Billabong International and President of South America (2003–2010), he grew the region from US\$3M to over US\$200M in revenue and led acquisitions for the Group, including Element, RVCA and Xcel. Earlier, at C&C Companies (Rusty), he led the turnaround of the European business across 22 countries. Over 30+ years he has built and turned around businesses in sport, fashion and luxury on five continents.

His governance record runs in parallel. He served on the International Tennis Federation Board of Directors (2009–2013), re-elected as the top-voted candidate from the Americas, and on the ITF Olympic Committee for four terms spanning Beijing 2008 and London 2012. As General Manager of the Brazilian Tennis Confederation he took it from US\$3M in debt to R\$25M in annual income, a turnaround the ITF presented to all member nations as a case study. He has also sat on the boards of CONMEBOL, COSAT and the International Tennis Hall of Fame, and is co-founder and Honorary Lifetime Chairman of EuroSIMA.

Through BlackTag Inc., founded in 2016, he works with owners, CEOs and boards on transformation, turnaround, scale and international expansion. Clients and partners include Apple, Richemont, Aché, Netshoes, Li Ning, Inter Milan, Red Bull, the International Olympic Committee and FIFA.

A former professional tennis player, he holds a BS in Finance from Boston College and an MBA in International Business from California State University, Long Beach, where he was an Onassis Foundation Scholar. He speaks Greek, English, Portuguese, French and Spanish.

The record

US\$2B+

Nike Brazil, from US\$500M; Nike's #3 market worldwide

\$3M → \$200M+

Billabong South America, 2003–2010

22

countries in the C&C Europe (Rusty) turnaround

2009–2013

ITF Board of Directors; four terms on the ITF Olympic Committee

30+ years

sport, fashion and luxury, five continents

Boards & governance

- International Tennis Federation
- ITF Olympic Committee
- International Tennis Hall of Fame
- CONMEBOL
- COSAT
- EuroSIMA, Hon. Lifetime Chairman
- ĀPICE – MOVE, Founding Chairman