MAIJKEN GILLIHAN

GLOBAL BRAND & MARKETING EXECUTIVE MAIJKEN.COM

Brand and marketing leader with 18+ years building brands across very different worlds–from luxury real estate to Nike to LiveWire, Harley-Davidson's electric motorcycle company. Experience spans brand strategy, product launches, creative direction and execution, demand generation, partnerships, retail and marketplace. Known for building strong teams, bringing cross-functional organizations together and creating marketing that makes brands culturally relevant while driving the business forward.

CONTACT

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EXECUTIVE EXPERTISE

Brand Strategy

Integrated Marketing

Go-To-Market Strategy

Consumer Insights

Demand Generation

Cultural Partnerships

Retail + Marketplace

Marketing Investment + Planning

Team Leadership

SCALE + IMPACT

$100M+ Annual Marketing Budget Management

$15B Nike North America Business

15 Global Markets Launched

200+ Org-Wide Strategic Leadership

20+ Global Product Launches

LIVEWIRE | DIRECTOR, GLOBAL MARKETING

2022 - PRESENT

Leads global brand and marketing across 15 markets as a member of the commercial leadership team, overseeing a global marketing team and agency partners. Owns brand strategy, creative direction, content production, demand generation, product marketing and integrated go-to-market across paid, owned, earned, partnerships, retail, digital, dealer and experiential channels.

- Built LiveWire from inception into a multi-platform electric moto brand, defining global brand strategy, identity, consumer positioning and go-to-market across multiple product portfolios.
- Led eight global product launches, helping establish LiveWire as the U.S. category leader with 76% share of the 50+kW on-road electric motorcycle segment.
- Own the creative direction and consumer experience of LiveWire.com, shaping the brand's digital look, feel and storytelling, including the launch of Pulse, LiveWire's editorial and news platform, and LiveWire Community.
- Generated breakthrough launch demand for S2 Del Mar, selling all 100 Launch Edition reservations in 18 minutes.
- Expanded LiveWire beyond traditional motorcycle audiences through cultural partnerships, collaborations and high-profile placements spanning PUMA, Nike, Gibson Guitars, D*Face, Dr. Woo, Anti Social Social Club, Pharrell Williams and the Paris 2024 Olympic Games.
- Led LiveWire through its NYSE debut and subsequent portfolio expansion, including new category entry and marketing integration following the company's first acquisition.

NIKE, INC. | DIRECTOR, GLOBAL BRAND STRATEGY

2021 – 2022

Led Nike's multi-year global Kids brand and marketing strategy, establishing the long-term consumer vision, priorities and strategic roadmaps across product, brand and marketplace teams.

- Built Nike Kids' global seasonal brand strategy across all seasons integrating product flows, brand narratives, key product priorities and marketing tactics into a unified roadmap for execution.
- Led strategic alignment and briefings across Nike's four major geographies – North America, Greater China, EMEA and APLA – translating global direction into clear seasonal priorities while enabling locally relevant execution.
- Served as strategic advisor to the VP of Global Brand, aligning Product, Brand and Marketplace leadership around long-term growth opportunities and seasonal execution across a 200+ person global organization.

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EDUCATION

University of Oregon

Bachelor of Arts

Political Science + Business

MAKING HEADLINES

- Gear Patrol: Tom Cruise on a LiveWire at Olympics
- NYT: Emmy-Winning Nike Campaign
- WSJ: Pharrell with Custom LiveWire
- ESPN: Kobe & Kendrick at Nike's ComplexCon
- Electrek: LVWR First Electric Moto Company Publicly Traded
- Hypebae: PUMA x LiveWire at Berlin Fashion Week
- Maxim: DJ Charlotte De Witte for S2DM
- HYPEBEAST: Tattoo Artist Dr. Woo Custom LiveWire
- WaPo: Nike is Partying in Vegas with Hackers
- Ulitmate Motorcycling: ASSC x Custom LiveWire

NIKE, INC. | DIRECTOR, N.A. BRAND STRATEGY

2018 – 2021

Led brand marketing strategy for Nike's $15B+ North America business – the company's largest geography – setting strategic direction and seasonal roadmaps across all category marketing teams.

- Built North America's long-range and seasonal brand strategy, aligning consumer, marketplace and business priorities across categories, key products and brand narratives.
- Set the strategic framework across all category marketing teams, aligning Basketball, Running, Sportswear, Women's, Kids and other key businesses around shared priorities and marketplace opportunities.
- Partnered with senior Brand, Product, Marketplace and Finance leadership to connect brand strategy, product priorities and omni-channel execution across the geography.

NIKE, INC. | DIRECTOR, N.A. BRAND OPERATIONS

2016 – 2018

Led marketing operations, strategic planning and budget management across North America's largest categories; Nike Sportswear, Basketball and NBHD/NRG.

- Led campaign operations for major brand initiatives, including the 2018 Emmy-winning *Dream Crazy* campaign featuring Colin Kaepernick and Nike's 2017 ComplexCon AF1 activation featuring Kobe Bryant and Kendrick Lamar.
- Directed planning and resource allocation across $100M+ in annual marketing investment, connecting consumer and business priorities to investment decisions.
- Built seasonal planning, budget and performance measurement processes across category and functional teams.

NIKE, INC. | MANAGER, GLOBAL TECH BRAND COMMS

2012 – 2016

Led strategic communications and experiences for Nike's Global Technology organization. Created and launched the Nike Performance Bar, scaling a new tech service experience across Nike World Headquarters. Led the Nike Maxim Awards with celebrity and athlete integration, and large-scale external recruiting activations at Black Hat and RSA to attract top cybersecurity talent.

MILLENNIUM PARTNERS | MARKETING & SALES

2008 – 2012

Coordinated marketing, events and experiential initiatives across Millennium Partners' San Francisco portfolio, including Millennium Tower and restaurant launches along Yerba Buena Lane. Co-created La Vie, an exclusive resident program and private digital community, and produced high-profile experiences involving Joe Montana, Willie Brown, Carmen Policy and Tom Perkins. Led Icons of Design, a designer showcase that drew 5,000+ guests and raised $45K+ for Bay Area nonprofits.