

# REPOSITIONING ACCOUNT OPERATIONS FROM A SUPPORTIVE FUNCTION TO A TRUE BUSINESS ENABLER

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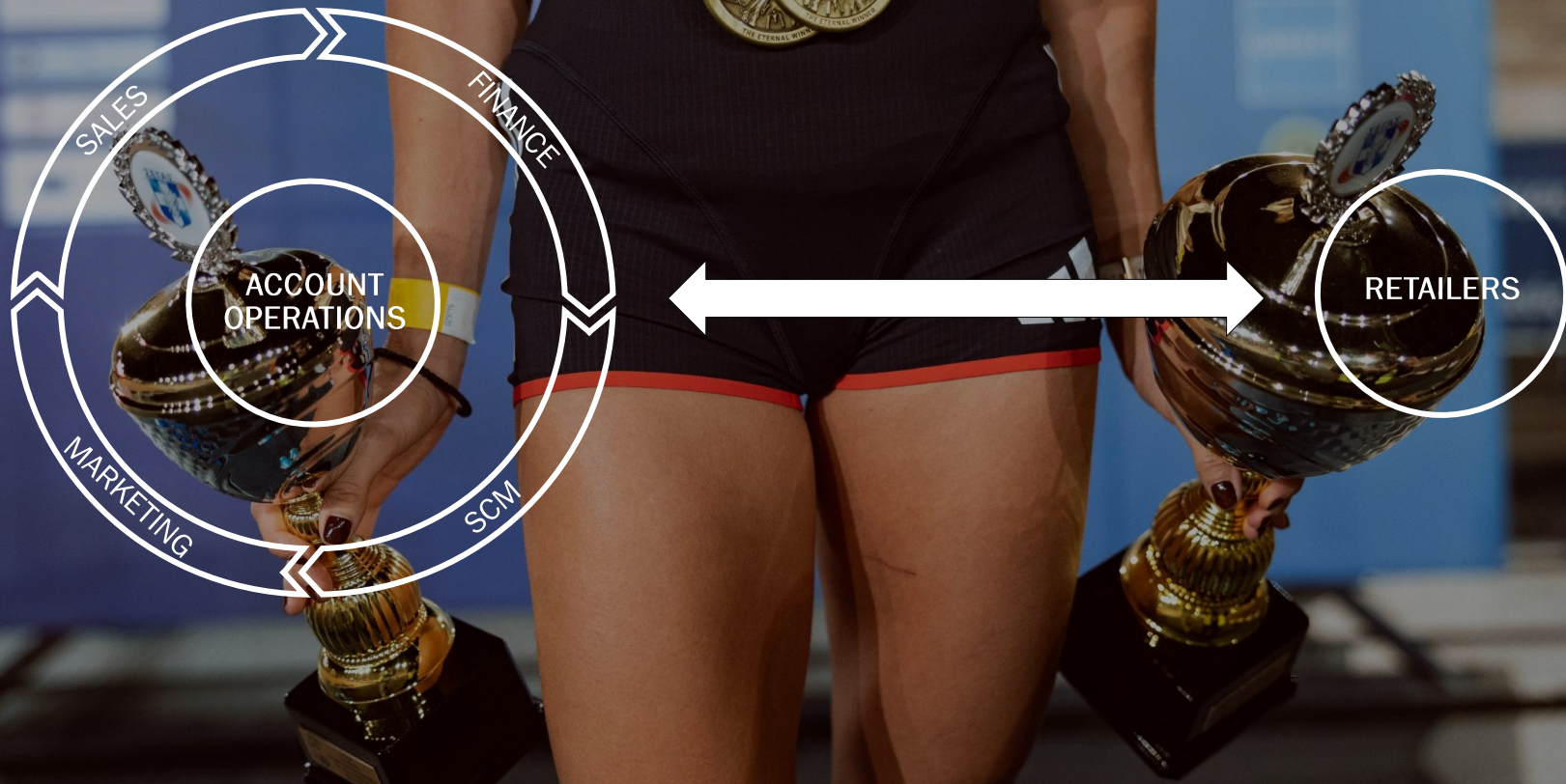
# **BUSINESS ALLIANCE**

**HOW A STRONG PARTNERSHIP UNLOCKS BUSINESS OPPORTUNITIES**

**THE NEED FOR COMMUNICATION & UNDERSTANDING**

# ACCOUNT OPERATIONS ROLE AT ADIDAS

WE ACT AS THE MEDIATOR BETWEEN KEY ADIDAS CORPORATE FUNCTIONS



# ACCOUNT OPERATIONS TEAM

CREATING THE RIGHT ENVIRONMENT TO BOOST THE BUSINESS

## BUSINESS



TRUSTED PARTNERSHIP

FLOWLESS EXECUTION

STRONG COLLABORATION



## RETAILER



## TEAM

**1 IDENTIFY OPPORTUNITIES**

**2 GROW BUSINESS**

**3 SECURE TOP LINE**





LET'S TALK ABOUT...

# THE ADIDAS ACCOUNT OPERATIONS TEAM

...AND HOW WE DEFINE  
THE METHODOLOGY OF SUCCESS

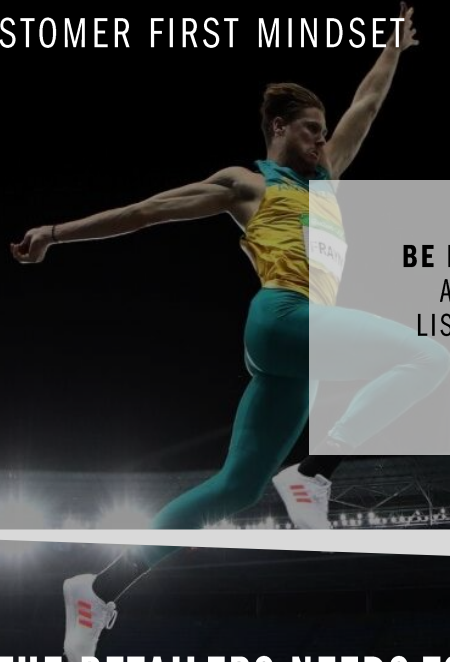
# RETAILERS

HOW TO CULTIVATE A CUSTOMER FIRST MINDSET



1

**CONNECT**  
BRING CLOSE  
THE TEAMS



2

**BE PRESENT**  
ACTIVE  
LISTENING

3

**PROPOSE**  
BEING SOLUTION  
ORIENTED

DEFINE THE RETAILERS NEEDS TO DESIGN A STRONG BUSINESS MODEL



# BUSINESS

STAY RESILIENT WITHIN FAST-CHANGING CONDITIONS



1

INVESTIGATE  
EXPLORE  
MARKETPLACE

2

DESIGN  
THE BUSINESS  
MODEL

3

IMPLEMENT  
BEING  
ACCOUNTABLE

KNOWING AND UNDERSTANDING THE BUSINESS ENVIRONMENT

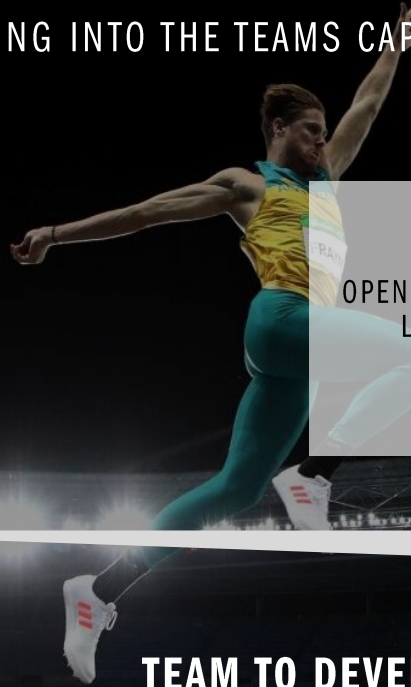
# TEAM

CONTINUOUSLY INVESTING INTO THE TEAMS CAPABILITIES



1

**EXPERTISE**  
STRENGTHEN  
BUSINESS ACUMEN &  
PERSONAL  
DEVELOPMENT



2

**IDEAS**  
OPEN ENVIRONMENT -  
LEARN FROM  
FAILURES

3

**EXECUTION**  
WITH ACCOUNTABILITY  
AND OWNERSHIP

**TEAM TO DEVELOP A GROWTH MINDSET**





# KEY TAKE AWAYS

- RETAILER FIRST
- DEEP BUSINESS UNDERSTANDING
- EMPOWERING THE TEAM



**THANK YOU**

