

Brian Grevy

Member of the Executive Board responsible for Global Brands



Brian Grevy was born in Kolding, Denmark, in 1971 and is a Danish citizen. After his studies at the Business School in Vejle, Denmark, he held various leadership positions at adidas and Reebok Nordics between 1998 and 2006. In 2006, he transferred to the adidas Headquarters in Herzogenaurach, Germany, to become Director Men's Training and, as of 2010, Senior Vice President Training & Regional Sports. From 2012 to 2014, Brian Grevy acted as General Manager adidas Nordics in Stockholm, Sweden. During the years 2014 to 2016, he led the adidas Business Unit Training as General Manager in Herzogenaurach, Germany. He then joined Gant in Stockholm, Sweden, as CMO, where he became CEO in 2018. In 2020, Brian Grevy was appointed to the adidas Executive Board and is responsible for Global Brands.

Brian Grevy is also:

- Member of the Board of Directors, Pitzner Gruppen Holding A/S, Copenhagen, Denmark