



## ABOUT MICHAEL MORROW

Age: 46

Born: April 8, 1963 in Salem, Oregon

Attended Corvallis High School in Corvallis, Oregon. Father, Bob Morrow, is a construction contractor and entrepreneur. Morrow family created Morrow Snowboards, Morrow Electronics, and Morrow Crane. Mother, Julie Todorovich, lives in Salem. Married to Miriam Berman, teacher turned entrepreneur in Morrow's business. They have two Children: Alina (15) and Zane (12).

Degree: BFA in Graphic Design from Art Center College of Design in Pasadena, California- 1988.

Career: Began in Music Industry designing album covers for Fiction Art, studio owned by Morrow. Started at Nike as Apparel Graphic Designer in 1991. Designed the USA Track & Field uniforms for the 1996 Atlanta Olympic Games. Promoted to Creative Director of Nike Apparel Graphic Design in 1995. Spearheaded global consistency of Nike Identity on products. Became Global Creative Director in Image Design, 1998. Lead brand strategy of ALPHA, Nike's technology and product leadership platform. Creative directed Goddess, Nike's new women's division in 2000.

Left Nike in 2000 to Launch Morrow Creative Group. Based in Portland, Oregon. Brand strategy agency specializing in creativity and design for sport, fashion and entertainment. Clients include Disney, NFL, NBA, Reebok, Notre Dame, University of Kansas, Cleveland Browns, SPARQ, Hammersurf, BASS, ESPN & X Games.

Created the "College Vault: A treasure trove of college sport history" in 2004-2005, and co-owns the brand with the Collegiate Licensing Company.

A lifelong Oregon State sports fan, Morrow designed the Brand Identity for Oregon State University Athletics in 2006-2007.

Co-Owns Nutcase helmets with his wife Miriam Berman. Nutcase designs and creates graphic inspired helmets for Bike, Skate, Snow and Water sports. The brand is distributed in specialty bike and outdoor stores throughout Europe, North America, Japan and Australia/New Zealand.

