

Background on Matt Powell:

- 40+ years in the Retail industry
- 25+ years in the Sporting Goods industry
- 30+ Years as Sports industry analyst
- Widely regarded by the sports industry as a Sporting Goods and Athletic shoe expert
- 27000+ LinkedIn connections.
 - One of the top 1% most viewed @LinkedIn profiles.
- Frequently makes presentations to senior executives of Athletic retailers and brands
- Often quoted as industry expert in major business publications
- Writes “Sneakernomics” Blog for NPD
- Senior Sports Industry Advisor for NPD Group