

**Neal Taylor****CEO (interim) IDA SPORTS**

Neal is the interim CEO while co-founder Laura Youngson takes some well-deserved maternity leave. Neal is a passionate advocate of Women's Sports and the work that the Ida Sports' team is doing in striving for equality. Previous to Ida Sports, Neal spent 15 years with adidas working predominantly on the Reebok brand in roles ranging from Head of Global Strategy and Product Innovation, Head of brand & sales in the US, and Head of International Business Development. Most recently, he was part of the leadership team that led the divestiture of Reebok to Authentic Brands Group. Prior to adidas, Neal was the head of marketing UK for Red Bull.