Ian Fitzpatrick is the Senior Global Marketing Director, Performance at New Balance. In that role, he oversees all marketing activity across Running and Sport, including league deals with the NBA and MLB, and partnerships as far-ranging as Tennis Australia, Klutch Athletics, and Figs. In 2024, he is also leading our global efforts in support of the Paris 2024 Olympic Games. Ian joined New Balance in 2018 after nearly two decades in brand planning in the advertising industry — working across accounts as different as MINI, IKEA, The U.S. Department of Defense, and Walt Disney Parks and Resorts. He has been an advisor with the Harvard Innovation Lab since its inception, and has served as an advisory board member for brands like PillPack and Tracksmith. Ian lives a quiet life just west of Boston, with his wife, three children and his dog, Huck.