

Mark Lau



Mark Lau is the Global Director of Nike's EKIN Experience and works at Nike's World Headquarters in Beaverton, Oregon. The EKIN team is responsible for embodying Nike's brand values and delivering inspiration and innovation to athletes around the world through a grassroots approach.

Mark is also the co-chair of Nike's Ascend Network (Nike's API ERG). With his career in brand marketing, he has taken a marketing approach to improve engagement with the Asian Community at Nike. By developing a more inclusive brand, the Ascend Network has increased its engagement and cultivated a culture that celebrates diversity.

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