

adidas Names Tim McNulty To Lead Golf's Sports Marketing Efforts

CARLSBAD, Calif. – adidas Golf is furthering its investment and focused approach into sports marketing, announcing the appointment of Tim McNulty as the new Director of Global Sports Marketing. The hire demonstrates adidas' continued commitment to its golf apparel and footwear business, with the plan to deepen the already marquee roster of premier athletes, which includes four of the top 13 players in the world representing the adidas brand: world No. 1 Dustin Johnson, Sergio Garcia, Jon Rahm and Justin Rose.

McNulty will spearhead the work on a global level to recruit, build and maintain a core group of athletes to represent the adidas brand in golf. He will also lead the sports marketing team that manages adidas' relationships among the amateur ranks; namely with adidas-sponsored NCAA schools and its role as a Premier Partner with the American Junior Golf Association.



This is truly a unique opportunity that I couldn't be more excited about. To be able to work with a global brand like adidas that's forward-thinking, innovative and committed to golf isn't something you find very often. The collaborative nature of the way adidas works with its athletes is also unmatched, and I look forward to continuing and building upon the way the 3-Stripes work with the best golfers in the world.

— Tim McNulty

McNulty brings nearly 20 years of experience in the sports marketing space, which includes working on both the brand and agency sides, all while representing individual athletes and past major champions. His previous role before joining adidas Golf was with sports agency Octagon, where he has helped to build their golf talent operations.

We went out in search of the best talent to fill this role and found that with Tim. He will help us significantly as we look to add quality players to our roster that will represent our brand and values well, both on and off the course.

— Jeff Lienhart, head of global adidas Golf

McNulty will officially start in the new role beginning August 7 and will report into the Head of Global adidas Golf, Jeff Lienhart.



Joel Monson

Public Relations Manager

joel.monson@tmag.com

+1 425 765 1694

[@joelmonson](#)

ABOUT ADIDAS GOLF

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted

2014 sales of €913 million.

About the adidas Group

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach/Germany, the Group employs more than 60,000 people across the globe and generated sales of € 19 billion in 2016.



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