Whoop Hires Former Nike CMO as its Top Marketer



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Whoop has hired Dirk-Jan van Hameren, Nike's former CMO, to run marketing as the maker of wearable technology crosses 3 million members globally. He starts July 20th and will report to the founder and CEO Will Ahmed.

As Whoop's new CMO, van Hameren's mandate covers brand partnerships, athlete relationships, and product storytelling rooted in driving awareness and subscriptions.

He succeeds John Sullivan, and will have a team of 65 people spread across the U.S., France, Central Asia, and Australia reporting to him.

“My scope here is to build an iconic global brand that is going to be aspirational, meaningful, and relevant in people’s lives,” van Hameren told ADWEEK.

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