

# Sonja L. Henning, Sr. Director of Business Affairs and League Relations, North America Sports Marketing, Nike Inc.

---

Sonja Henning is the Sr. Director of Business Affairs and League Relations North America Sports Marketing for Nike, Inc. She began this role in 2013. Ms. Henning provides leadership and strategic direction to the North America Sports Marketing organization. Her duties and responsibilities include several aspects of the North America Sports Marketing organization including brand integration, cross-category strategic planning, managing strategic partnerships with professional sports leagues and federations, developing future leaders and providing long-term vision to meet the corporate strategic objectives.

Prior to her current role, Ms. Henning served as the Global Director of Sports Marketing for the Jordan Brand, Global Sports Marketing Director of Business Affairs and Associate Director of United States Sports Marketing for Nike, Inc. She joined Nike in June of 2007.

Before joining Nike, Inc., Ms. Henning was a litigation partner at Tonkon Torp, LLP, one of Oregon's premier business practice law firms, based in Portland, Oregon. She was hired by the firm in 2001. Her primary practice area was employment and labor law. She was responsible for all areas of client matters, including case management and advice and counsel.

Ms. Henning arrived in Portland in 1999 as General Counsel for Lucy ActiveWear (a women's athletic and lifestyle apparel company). Lucy had been in existence for less than a year when Ms. Henning joined the team. She managed all legal matters, including negotiating and enforcing contracts, developing business procedures and complying with state and federal laws.

During her tenures at Tonkon Torp and Lucy, Ms. Henning played professional basketball in the WNBA. She played five seasons, from 1999-2003, including winning a WNBA Championship in 1999 with the Houston Comets. During her WNBA stint she was elected President of the WNBPA and contributed to a successful negotiation with the League to renew the Collective Bargaining Agreement.

Ms. Henning received her undergraduate degree in economics from Stanford University and her Juris Doctorate degree from Duke University.

Ms. Henning enjoys being an active member in her community and has served on the Board of Directors for Portland Public Schools, Urban League of Portland, Oregon Sports Authority and Stanford University Athletic Board.