

## Katherine Allen

### Trade Marketing Manager, adidas

Katherine is a creative marketing strategist with experience developing community-oriented activation and brand strategies for Canada's leading brands in the non-profit, banking, insurance, telecom, and apparel sectors, on both the agency and brand side. Katherine currently managing Trade Marketing for Foot Locker Inc. at adidas Canada, and serves her community through pro-bono consulting to local community organizations, including her appointment of Co-Chair of The BlackNorth Initiative's Youth Action Committee, and Lead of Strategy & Public Relations at Kickback. Katherine's most recent endeavor is her business *humangoods*, which encourages fashion circularity through upcycled and curated vintage apparel and accessories, donating 15% of proceeds to community initiatives.

