

Arrival appoints Adrian Nyman as Chief of Brand

Arrival today confirmed the appointment of former Nike VP Adrian Nyman as Chief of Brand, a role which will see him oversee Arrival's global brand marketing

2nd February 2021, London, UK

Global technology company Arrival, today announced the appointment of Adrian Nyman as Chief of Brand. Adrian joins from Nike bringing a wealth of brand and creative experience, most recently as Global VP of Retail and Experience. During his time at Nike he led the reinvention of the Nike Retail fleet globally and projects including Nike's Flagship concept House of Innovation and its community concept Nike Live.

In the newly created role, Adrian will be responsible for amplifying and globalizing the Arrival brand - leading the marketing and creative functions to drive the company's product initiatives, reporting directly to CEO, Denis Sverdlov. The appointment will boost Arrival's in-house brand and marketing teams as the company drives forward its international expansion plans. Arrival's ground-breaking approach to producing electric vehicles using its in-house developed radical technologies and locally deployed Microfactories, will enable it to rapidly expand its global footprint starting with its US HQ in Charlotte, NC and first Microfactory in Rock Hill, SC.

Denis Sverdlov, CEO and founder of Arrival, said: "Adrian is an innovative creative leader with a proven track record of building and scaling global brands. As a master in brand communications, he builds deep consumer connection across all digital channels. Adrian's world-class team leadership and creativity will be highly valued as we further develop and grow as a brand - this is the start of a very exciting chapter for us."

Adrian commented: "Arrival's audacious vision for not just revolutionising transportation but also reimagining how vehicles are manufactured for a better planet is truly inspiring. I am beyond excited to join Arrival at this amazing time in the company's journey."

About Arrival

Arrival is reinventing the automotive industry with its entirely new approach to the design and assembly of electric vehicles. Low CapEx, rapidly scalable Microfactories combined with proprietary in-house developed components, materials and software, enable the production of best in class vehicles competitively priced to fossil fuel variants and with a substantially lower total cost of ownership. This transformative approach provides cities globally with the solutions they need to create sustainable urban environments and exceptional experiences for their citizens.

Arrival was founded in 2015 and has a global presence, with over 1,400 employees located across its UK and US headquarters and offices in Germany, Netherlands, Israel, Russia, and Luxembourg. The company is deploying its first two Microfactories in South Carolina, US and Bicester, UK in 2021.

For more information, please contact:
pr@arrival.com