

Fumbi Chima

Former Chief Intelligence Officer
Adidas, Fox Networks Group, Burberry, Walmart Asia
Board Member, Chair of the Nov & Gov Committee
Willis Towers Watson



Fumbi Chima is a distinguished board director and global technology executive known for her transformative leadership in the retail, consumer packaged goods (CPG), digital, and finance industries. Chima has held Chief Technology, Information, & Digital Officer roles at Boeing Credit Union, Adidas (OTCMKTS: ADDYY), Fox Networks, Burberry (OTCMKTS: BURBY), and Walmart (NYSE: WMT). Beyond the corporate sector, Chima serves on the board of Whitbread (OTCMKTS: WTBDY) and formerly of The AZEK Company (NYSE: AZEK).

She has been recognized for her leadership with accolades such as the Global Leadership Award from GB Global Group and being named one of the 25 Most Powerful Women in Credit Unions by American Banker. Chima is a sought-after speaker on digital transformation, diversity, and leadership, frequently presenting at global forums.

Chima most recently served as Chief Technology, Digital & Transformation Officer at Boeing Credit Union, where she led a comprehensive digital transformation for the \$28.8B asset credit union, reporting directly to the CEO. Managing a team of 500, she achieved an 85% improvement in technology project delivery and a 15% increase in digital usage.

Previously, as Chief Information & Digital Officer at Adidas AG, she propelled e-commerce growth from about \$2.7B to \$4.1B within 18 months while overseeing

IT and digital initiatives for a global team of 2,000, achieving about \$1.1B in cost savings through AWS migration and centralized services. As Chief Information Officer at Fox Networks Group, she led global IT strategy and innovation for 70 countries, leading a team of 300 external partners. As CIO of Burberry, she directed IT strategy for the global luxury brand, doubling e-commerce revenue while reducing IT costs by 23%.

Earlier in her career, Chima held strategic technology roles at Walmart Inc., including CIO for Asia, where she delivered \$40B in revenue over three years, and Corporate Vice President, where she led strategic partnerships and IT integrations. She also managed application development for global merchandising.

Her prior experience includes senior technology roles at TXU Energy, JP Morgan Chase, and American Express. She began her career as an auditor and senior consultant at PwC, developing a strong foundation in finance and business strategy.

Originally from Nigeria and holding dual citizenship in the U.S. and U.K., Chima earned her Doctor of Letters, Business, and Politics from the University of Hull. She splits her time between Seattle, Washington and the U.K. Chima is married to George and has two children, Tobe and Mia. Now approaching empty-nester status, she is looking forward to having more time to travel.