

AUTOMOTIVE

Nike's senior innovator joins Tesla

September 5, 2017



Tiffany Beers has joined Tesla from Nike. Image credit: Tesla

By STAFF REPORTS

U.S. electric automaker Tesla has hired from athletic wear brand Nike's design division.

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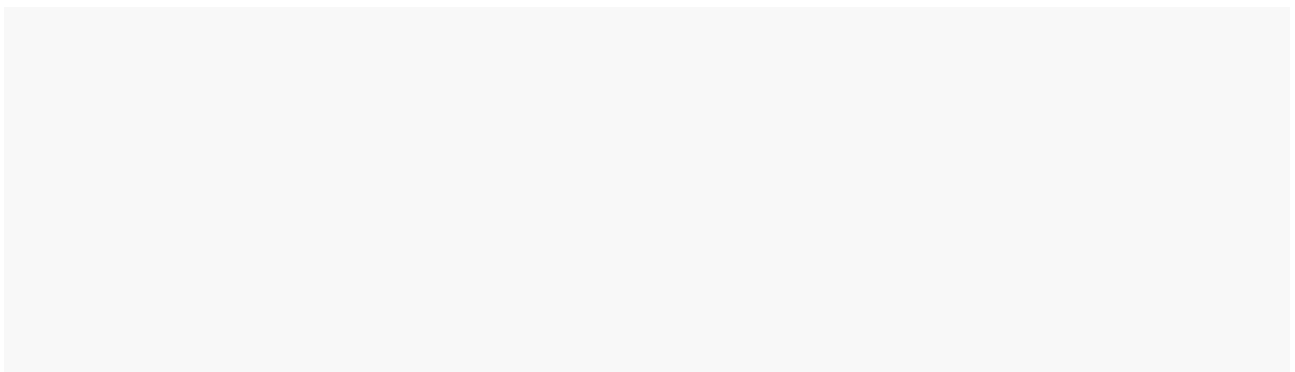
Tesla has hired Nike senior innovator Tiffany Beers, who has been with Oregon-based sneaker company since 2004. During her time at Nike, Ms. Beers was known as the "brain" behind self-lacing sneakers including the Nike MAG, the Nike HyperAdapt 1.0 as well as rapper Kanye West's first Yeezy shoes.

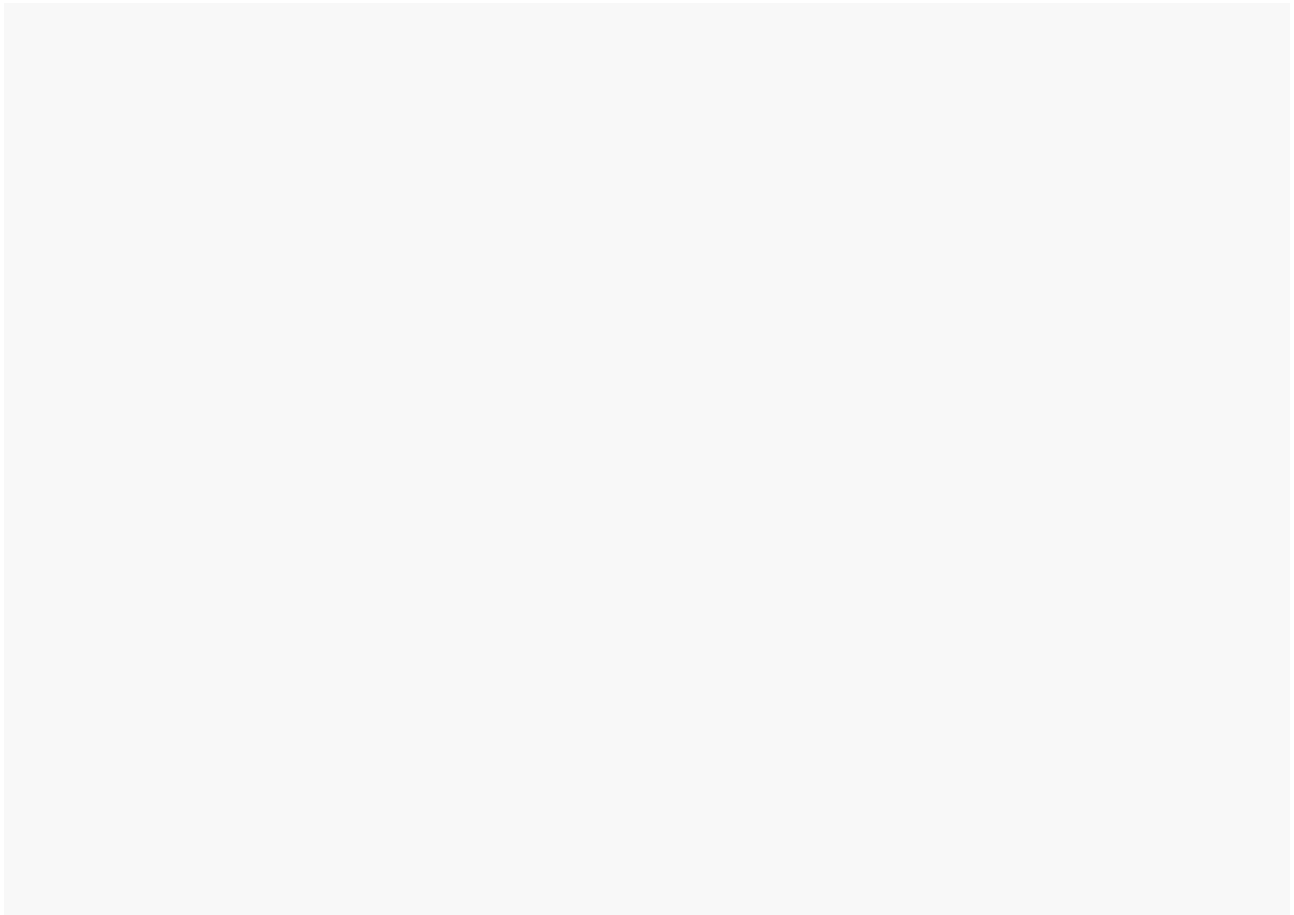
Design shift

Ms. Beers' design know-how will likely benefit Tesla as it further develops the aesthetics of its electric vehicles.

Joining Tesla as its staff technical program manager, Ms. Beers' role has yet to be explained in detail, but it is an interesting career move as Nike and Elon Musk's automotive brand are extremely different from one another. Prior to Nike, Ms. Beers worked at container maker Rubbermaid.

In a post on her personal Instagram account on Aug. 19, Ms. Beers subtly mentioned her career move, without mentioning Tesla by name, by sharing a fortune cookie slip reading, "It's time for a different dance. Stretch yourself. Take a risk."





Is it? #fortunefavorsthebold

A post shared by Tiffany Beers (@tiffanybeers) on Aug 19, 2017 at 1:07pm PDT

A second post shared by Ms. Beers Sept. 2 tells of her heartfelt appreciation for the opportunities Nike had provided her with and the amazing experiences and people she worked alongside for the last 13 years. The post did not share her next step, but Tesla has now confirmed Ms. Beers will be joining its brand.

In early August, Tesla saw fallout from its significantly long production wait times, with more than 60,000 cancellations for its latest model.

During an earnings call Aug. 2, the company's CEO, Mr. Musk, announced the cancellations, but claimed consumers back-outs are a relief to the company since production is so overloaded. These cancellations show just how long Tesla's excessive wait times have become, as originally fans were sleeping on the street in hopes to be able to order a Model 3 right away ([see story](#)).

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