

Chris Zimmerman
President and CEO of Business Operations / Alternate Governor



Chris Zimmerman was named President and CEO of Business Operations / Alternate Governor for the Blues on June 16, 2014. He oversees all aspects of the Blues' business operations, as well as the Scottrade Center and the Blues' role and interest in the Peabody Opera House.

Zimmerman, 54, comes to the Blues with more than 30 years of experience in sports, marketing, and business management. From 2006 to 2009, Zimmerman was President, CEO, and Alternate Governor of the Vancouver Canucks. During his tenure, Zimmerman led a number of key initiatives to create new revenue streams, expand the club's digital presence, enhance community involvement, and develop innovative programs with the team's corporate partners. He was also chosen to be a member of the NHL's Business Advisory Council.

Prior to joining the Canucks, Zimmerman was with Nike for 11 years. He joined Nike in 1995 as North America Advertising Director and helped fuel a period of dramatic growth for the Nike brand. In 2000, Zimmerman was named General Manager of Nike Golf; he played a key role in repositioning the business by entering new product categories and leveraging relationships with Tiger Woods and the PGA Tour. In 2003, Zimmerman took charge of Nike's hockey business as President and CEO of Nike Bauer Hockey, leading a dramatic turnaround that returned Bauer to the top spot in the hockey equipment industry.

Zimmerman began his career with Saatchi & Saatchi, one of the world's top advertising agencies. During his 12-year tenure, he worked on marketing brands and growing revenues for such companies as Procter & Gamble, Nabisco, Tyson Foods, and Wendy's. He was also a member of the agency's Operating Board.

Over the last four years, Zimmerman served as President of Easton Sports (a leading supplier of baseball and hockey equipment), was a member of the Los Angeles Kings' Business Advisory Group, and operated his own strategic consulting business.

Zimmerman played hockey at the University of Vermont, and he served as an assistant hockey coach at Babson College while working toward his MBA there.