

# American Indigenous Business Leaders Welcomes Esteemed New Board Member, Sam McCracken



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American Indigenous Business Leaders (AIBL) proudly announces the appointment of Sam McCracken to its distinguished Board of Directors. A revered member of the Sioux and Assiniboine tribes hailing from the Ft. Peck Indian Reservation in northeastern Montana, McCracken brings unparalleled expertise and a remarkable legacy of leadership to AIBL.

McCracken is widely recognized as the General Manager and Visionary of Nike's N7 programs and the N7 Fund, where he has spearheaded initiatives to support access to sport, economic empowerment, education innovation, and social justice for Native American and Indigenous communities in the United States and Canada. His tenure at Nike spans over two decades, during which he played a pivotal role in revolutionizing the company's approach to Native American outreach and business development.

"Sam McCracken's appointment to the AIBL Board of Directors marks a significant milestone for our organization," stated Dave Archambault, the Board Chairman of AIBL. "His unparalleled dedication to empowering Indigenous communities and his extensive track record of success make him an invaluable addition to our team."

McCracken's achievements include the development of the Nike Air Native N7 shoe, the N7 retail collection, and the N7 Fund, which has facilitated numerous opportunities for Indigenous entrepreneurs and athletes. His leadership has not only transformed Nike's engagement with Indigenous communities but has also garnered international recognition for its impact and innovation. In addition to his groundbreaking work at Nike, McCracken serves as the Vice Chairman of the Board for the Center for Native American Youth, further solidifying his commitment to advancing the interests of Indigenous youth and communities.

"I am deeply honored to join the Board of Directors of American Indigenous Business Leaders," said McCracken. "I look forward to leveraging my experience and passion to further the organization's mission of empowering Indigenous entrepreneurs and fostering economic growth within our communities." McCracken's accolades speak volumes about his dedication to social impact and systemic change. From prestigious awards such as the George Washington Honor Medal and the President's "Leadership Award" to his induction into the Montana Indian Athletic Hall of Fame, McCracken's contributions have been celebrated on both national and global stages.

As a member of the AIBL Board of Directors, McCracken will undoubtedly play a pivotal role in shaping the organization's strategic direction and advancing its mission of empowering Indigenous businesses and aspiring entrepreneurs.



Photo provided by Nike

## MISSION

AIBL's mission is to increase the representation of American Indians and Alaska Natives in business and entrepreneurial ventures through education and leadership development opportunities. AIBL supports 400+ students, 47+ tribes, 41 Chapters, in 19 states. Learn more at [AIBL.ORG](https://www.aibl.org).