

Michael S. Wells

Vision Manager • Artistic Director • Brand Architect • Storyteller • Entrepreneur

ABOUT

An Entrepreneur and Creative Leader with a focus on being product led and design driven. Proven ability to direct, design and produce high quality product & media, shape brand identity, execute high-profile collaborations, and develop campaigns that merge product, design, and art with both in-person & digital experiences. My purpose is to live in the future and build what seems interesting by prioritizing design over chance through my unique artistic vision.

EXPERIENCE

Pirate Worldwide

Co-Founder & Creative Director | 2020 - Current

As Creative Director of of Pirate Worldwide, I provide visionary leadership and artistic direction for shaping the overall vision and identity of the brand and business. With a deep understanding of contemporary culture, I oversee the brand's entire visual identity, product development, design language, merchandising strategy, inventory management, partnerships, and overall business growth.

Achievements

- Led and executed the direction and creative vision for Pirate Worldwide's brand identity and global awareness, growing the brand's social presence from zero to 98K+ organically and scaling it into a seven figure + annual revenue business. Growing 100+% YoY over last 24 months.
- Designed, directed and produced Pirate's first major collaboration with Dreamville Records (J. Cole's record label), overseeing campaign storytelling, product design, and media rollout, resulting in revenue (+144%) and sell through (100%) milestones and features in Complex and other cultural platforms.
- Negotiated and secured a 2-year partnership with The Getty (a first-of-its-kind partnership for a brand in our space with the Getty Museum) where Pirate Worldwide will design, produce, and sell product at the Getty Museum, Getty Villa, Getty's online retail store, and Pirate Worldwide's online retail store. Through this dynamic collaboration that blends art, fashion, and cultural storytelling, Pirate is elevating the museum's appeal to a broader, younger, and more diverse audience. *Project to be announced and released Summer 2025.
- Developed a global brand's ambassador program, working with Athletes, Artists and Musicians such as ScHoolboy Q, J.Cole, Joe Jonas, Will Poulter, Paul George, Franz Wagner, & Jaime Jaquez Jr..

Under Armour

Sr. Product Line Manager - Golf Apparel | February 2021- May 2023

Directed the product strategy vision and led the day to day management of our cross-functional team to deliver 200+ market relevant SKUs on time across the globe for Under Armour Golf Apparel, aligning category strategy with brand identity and cultural trends while driving revenue and building great athlete partnerships.

Achievements

- Directed product strategy and merchandising execution for UA Golf apparel, aligning market and athlete insights with business objectives by integrating data-driven trend forecasting.
- Increased revenue +22% for the entire Golf Category in Fall/Winter 2022.
- Managed cross-functional teams across design, merchandising, and marketing, aligning creative vision with consumer demand.
- Developed and directed the Stephen Curry Golf Apparel Line business plan, building product assortments, marketing strategy, and retail storytelling—resulting in a 125% business increase from 2021 to 2023.

Under Armour

Product Line Manager - Sportstyle & Graphics | April 2019- February 2021

Managed the product of Under Armour's Men's Train Sportstyle & Graphics, overseeing the brand's largest revenue driving apparel categories, quickturn graphics business across all genders and categories, and brand partnerships.

Achievements

- Increased demand of fleece and graphics businesses by +14% for the Fall/Winter 2021 season.
- Created strategy to drive energy through CO-CREATION where we identified highly-performance based partners to build credibility and drive awareness; KPI: Increase Consideration Metrics / Drive Brand Heat
- Worked closely with notable brand ambassadors such as Stephen Curry, The Rock, Bryce Harper, Joel Embid, and Tom Brady.

EDUCATION

University of Oregon

M.S. Sports Product Management
Graduated March 2019

New Mexico St. University

B.A. Business Management/Entrepreneurship
Graduated December 2015

CONTACT

(909) 964-0830
m@cannoli---cream.com
linkedin.com/in/sherardwells

PORTFOLIO

cannoli---cream.com/m

FUN FACTS/INTERESTS

Athlete/Runner - Played D1 collegiate football at a North Carolina Central University (a Historically Black College)

Maker - Developed multiple patented products & creative trademarks.

Creative Explorer - 10 Countries visited influencing artistic and cultural inspiration.