



Define power. In our book, it's the people who influence Greater Baltimore in many ways — whether they use their money, pull or talent to make the region a better place to live and work. Meet these power players and find out why they're shaping our destiny.

THE INNOVATORS

KEVIN A. PLANK
Chairman and CEO, Under
Armour Inc.
Age: 36

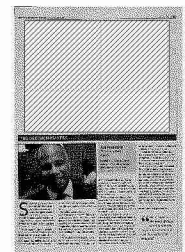
Kevin A. Plank's life has dramatically changed in the past 14 years. Since starting sportswear maker Under Armour Inc. in 1995, Plank has built the Baltimore company into a major player in the apparel world with revenue exceeding \$600 million.

And as the publicly traded company's profile mushrooms, so does Plank's impact on the region. He sits on the board of directors at the Greater Baltimore Committee and the Ronald McDonald House of Baltimore. And he is a regular on the local entrepreneur training circuit.

It's a long way from his days as a member of the special teams unit on the University of Maryland football team.

From becoming the official outfitter of the entire Maryland athletic department this summer to sponsorship deals with the Ravens and Orioles, Plank continues to catch the attention of Baltimore business leaders.

Just ask Lee Corrigan, whose Corrigan



Sports Enterprises in Elkridge owns the Under Armour Baltimore Running Festival. He first met Plank in 2001 and has been a business partner of the company since.

"He's the kind of guy that won't give up or take no for an answer," Corrigan said. "He says, 'Don't tell me how I can't, tell me how I can.'"

In addition to sponsoring Corrigan's annual running festival, Under Armour is the title sponsor of the company's All-American Lacrosse Game and the Capital Classic high school basketball all-star games.

"I think that speaks to his loyalty to the city of Baltimore," said Corrigan, of Under Armour's local sponsorship deals. "A lot of the big companies don't do stuff because they are well-known here and don't feel they need to work that hard to market themselves locally."

Corrigan's referring to the 1,400-person Under Armour gaining international exposure and locking horns with the industry's biggest players, such as Nike Inc. and Reebok.

But even as it expands, Plank still has Baltimore on his mind.

The company has nearly 500 local employees and said last year it expected to grow to 800 over the next four years as part of a planned expansion. Baltimore Development Corp. executives said last year it had talks with Plank about expanding the company out of its current Tide Point offices.

Stay tuned to see what Plank's company does next.

RYAN SHARROW | rsharrow@bizjournals.com

