

Short Bio

Patricia Branch is an accomplished business executive who was named NBA Africa Head of Strategy in September 2024. She leads the development and execution of NBA Africa's long-term strategic plans, including the continued growth of the popularity of basketball, the NBA and the Basketball Africa League (BAL) across the continent, through grassroots basketball development, media distribution, corporate partnerships, and social responsibility initiatives that improve the livelihoods of African youth and families. Prior to joining the NBA, Branch was a Partner at Bain & Company in Boston, where she advised clients on creating growth strategies, identifying M&A opportunities and leading geographic expansion efforts across a range of sectors.

Long Bio

Patricia Branch, NBA Africa Head of Strategy

Patricia Branch is an accomplished business executive who was named NBA Africa Head of Strategy in September 2024. In her new role, Branch leads the development and execution of NBA Africa's long-term strategic plans, including the continued growth of the popularity of basketball, the NBA and the Basketball Africa League (BAL) across the continent, through grassroots basketball development, media distribution, corporate partnerships, and social responsibility initiatives that improve the livelihoods of African youth and families.

Prior to joining the NBA, Branch spent eight years as a Management Consultant, most recently as a Partner at Bain & Company, where she advised clients on creating growth strategies, identifying M&A opportunities and leading geographic expansion efforts across a range of sectors. In her previous roles, Branch served as an Investment Strategist at Bank of America Merrill Lynch and Analyst at Africa Agricultural Development company, where helped lead impact investments in Ghana's agriculture sector.

Branch holds a Master of Business Administration from Harvard Business School, and a Bachelor of Business Administration from Emory University's Goizueta Business School. Patricia serves on the board of St. Mark's School in Southborough, Massachusetts, where she chairs the Community and Equity committee, in addition to serving on the board's Finance and Executive committees.