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**BRANDON SNOW**  
**SVP, Chief Revenue Officer, Activision Blizzard Esports Leagues**

As Chief Revenue Officer of Activision Blizzard Esports Leagues, Brandon Snow is responsible for the commercial operations of Activision’s and Blizzard Entertainment’s esports programs. This includes leading and managing the key revenue lines of the organization across the disciplines of sponsorship, media and content licensing, and consumer products for both esports leagues and game IP. The esports leagues include the Overwatch League and Call of Duty World League, and game IP includes Blizzard Entertainment’s Hearthstone, StarCraft II, and Heroes of the Storm franchises.

Prior to joining Activision Blizzard Esports Leagues, Brandon spent 10 years at the NBA, where his last role was SVP of Team Marketing & Business Operations (TMBO). In this role he helped lead an in-house group consulting arm to drive best practices and innovation across all NBA, WNBA, NBA G League, and NBA 2K esports teams. The primary focus for this fast-paced and collaborative department is all aspects of business operations, including ticket sales and service, sponsorship, marketing, digital, analytics, and data strategy.

Brandon also held the role of SVP, Global Marketing Partnership NBA China, where he oversaw partnership sales and activations, licensing, and media sales business. This included partner management, business development, media sales, and marketing solutions. He played an important leadership role in signing major NBA and NBA China partnership deals with leading companies including Pepsi/Master Kong, Exxon Mobil, Nissan (DongFeng), American Airlines, ABI, Treasury Wine, Vivo Communications, and many more.

Prior to NBA China, Brandon worked at the league office in New York, leading sponsorship and marketing partnership sales efforts globally, including the Latin American, EMEA, and Asia Pacific regions. During his time at the NBA league office, Brandon played a key role in forging relationships with a number of sponsors, including Tissot, Diageo, Kumho Tire, SAP, PepsiCo, and Sun Life Financial. Brandon joined the NBA in 2007 as Senior Director, Global Marketing Partnerships, and has held several positions at the league, including Vice President of U.S. Business Development (across the NBA, WNBA and NBA D-League business), and Senior Vice President, Global Marketing Partnerships.

Before joining the NBA, Brandon gained an extensive marketing and brand-building experience both in the U.S. and internationally while running global/regional business for leading brands such as McDonald’s and Volkswagen. Having spent 11 years working abroad across many European and Asian countries, he held several senior-level marketing and management positions with global advertising agency network DDB (part of the Omnicom Group). During his time at DDB, Brandon worked in a variety of offices and countries, including Dallas, Chicago, Warsaw, Vienna, and Munich. Brandon began his career in Dallas at Tracey Locke Advertising.