

Rachel Jacobson
Former SVP Global Partnerships at the National Basketball Association

Rachel Jacobson spent more than 20 years with the National Basketball Association at the league's New York City headquarters and recently left as the senior vice president of business development.

In this role, she oversaw all sponsorship sales of the NBA, WNBA, USA Basketball, and the Gatorade League. She recruited, pitched, and negotiated multi-dimensional partnerships with all the NBA's properties that included media, marquee events, community relations, and grassroots programming. She also played a key role in forming strategic partnerships with Fortune 500 companies including PepsiCo, Under Armour, ExxonMobil, Marriott, and Kaiser Permanente.

Jacobson interned at Monmouth Park while in college, and her father is a bloodstock agent. Her grandparents also owned Thoroughbreds.

In 2010, Jacobson was named by *Sports Business Journal* as one of 2010's Forty Under 40.

She graduated from Cornell University with a Bachelor of Science in hotel administration.