



**Patricia Golden Hubbard '93**  
Managing Director & Co-Founder  
BrandForward

Patty brings nearly 25 years of experience in the fields of brand, sports, and entertainment marketing to her Executive leadership role at BrandForward. As one of the co-founders of BrandForward, the company provides the perfect forum to bring together Patty's experience and passion for brand strategy, mentorship and knowledge of the sports industry.

Prior to BrandForward, Patty was one of MKTG's founding partners and West Coast President for nearly 11 years. During that time, Patty was a leadership player in the positioning of the agency for acquisition by the Dentsu Aegis Network in 2014. Based in the agency's San Francisco office, Patty led the West Coast growth initiative through the acquisition of leading category clients in the fields of technology, consumer electronics, sports, apparel and natural food products.

Prior to MKTG, Patty worked for two years as President of On Board Entertainment and for seven years with Live Nation Entertainment strategically leading national partnerships with Coca-Cola, Levi's, VISA and Reebok in their New York, Atlanta and San Francisco offices.

When not in the office she enjoys coaching her children's basketball teams and skiing in Lake Tahoe. Patty lives in Mill Valley, California, with her husband Chris and their children, Sydney and Owen.