



VCU Brandcenter Friday Forum

Sept. 12th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

Pam El

Executive Vice President, Chief Marketing Officer / The NBA



As Executive Vice President and Chief Marketing Officer at the National Basketball Association, Pamela El is responsible for the NBA's global marketing operation, directing brand development, overall marketing, and advertising for the NBA, WNBA, and NBA Development League.

With more than 30 years of experience, El has long been recognized as an industry leader for her expertise in brand management, marketing strategy, creative development, and media and sponsorships. Prior to joining the NBA in August 2014, El served as Senior Vice President of Financial Brand Marketing for Nationwide Insurance, where she spearheaded brand marketing for financial services and directed the creative, media and research initiatives for its first direct-to-consumer campaign.

Preceding her time at Nationwide Insurance, El spent over a decade with State Farm Insurance in the role of Marketing Vice President, where she led sales and marketing strategy for the U.S. and Canada, including brand management, national and local advertising, sponsorships, and digital marketing. Earlier in her career, El held positions with Terebeam Corporation in Seattle, U.S. West Communications in Denver, and The Martin Agency in Phoenix and Richmond, Virginia. She began her marketing career in 1983 with Siddell, Matus, & Coughter, also located in Richmond.

Throughout her career, El has received a variety of distinctions including being named to Advertising Age's 100 Most Influential Women in Advertising in 2012. She has been recognized with the Changing the Game Award from the Advertising Women of New York (AWNY) and the 2010 Steve Harvey Foundation Corporate Citizen Award. She was also honored as one of the 25 Most Influential Black Women in Business by The Network Journal in 2009. Prior to leaving State Farm, she served on the Board of Directors for the Women's Basketball Hall of Fame, the Ad Council, the LeBron James Family Foundation, and the LIFE Foundation.

El earned a bachelor's degree in Mass Communications from Virginia Commonwealth University. She resides in New York City with her husband William.