Melissa Proctor

Executive Vice President & Chief Marketing Officer of NBA's Atlanta Hawks & State Farm Arena

From Ball Girl to CMO: Defining Your Guiding Principles. Even after reaching the executive ranks of the NBA, Melissa Proctor still doesn't know what she wants to be when she grows up—and that's exactly how she wants it. Her success has come through a series of unexpected opportunities and consequential decisions, guided by a personal philosophy that challenges conventional ideas about ambition and achievement. With candid stories, humor, and a down-to-earth style, Proctor takes audiences through the experiences that have defined her journey, exploring the role of persistence and courage in pursuing ambitious goals. She introduces her framework for defining personal "Guiding Principles," giving attendees a practical way to evaluate opportunities, make decisions with greater confidence, and pursue success on their own terms.

Brand Strategy: How to Build a Winner. Building a winning brand takes creativity, relevance, and, above all, the F word: FOCUS. Melissa Proctor brings audiences into the business of developing major sports and entertainment brands, revealing the strategic decisions that determine how organizations stand apart in competitive markets. Through real-world examples from her work, Proctor breaks down the essential elements of brand building and the importance of maintaining a clear identity as audiences and expectations evolve. Attendees gain practical tactics for evaluating their brand's position, sharpening their strategy, and strengthening their connection with consumers.

Play to Win: A Woman's Journey in Professional Sports. Few executives can tell the story of professional basketball from as many vantage points as Melissa Proctor. From her earliest days with the Miami Heat to leading major operations for the Atlanta Hawks, she takes audiences through her journey in the NBA and the determination behind her success in a traditionally male-dominated industry. Through candid stories from inside professional basketball, Proctor offers a personal look at what it means to be a woman in sports leadership and the importance of opening doors for the next generation. Her presentation celebrates ambition and the opportunities that become possible when women have a voice in the organizations and industries they help lead.