

Nathaniel Hemingway, who goes by Nate, works for the innovation arm of the National Basketball Players Association, called THINK450. The NBPA mission is to ensure that the rights of NBA players are protected and that every conceivable measure is taken to assist players in maximizing their opportunities and achieving their goals, both on and off the court. Nate is the Manager of Brand Partnerships where he serves as the liaison between the brands and NBA players. His team monetizes the collective names, images, likeness and time of the 450 NBA Players. In the past year, Nate has worked on national campaigns with Budweiser, DoorDash, Dove Men+Care, and others.

Prior to starting his career at the NBPA, Nate has worked at several different sport organizations including the Brooklyn Nets, New York Jets, and Octagon. At both the Brooklyn Nets and New York Jets, Nate excelled as an Account Executive selling season tickets and suites to loyal fans for the respective teams. These experiences laid the foundation for Nate's career in sports.

After leaving the New York Jets, Nate elevated his industry experience working at Octagon as a Sales Manager where he negotiated numerous endorsement deals for top professional athletes.

His most notable endorsement deal being for the 2x NBA MVP Giannis Antetokounmpo with TCL, a technology company most known for their Roku TVs. Nate also played a major role in helping Olympian Aly Raisman secure her endorsement deal with vegan food service, Purple Carrot.

Nate graduated from Ithaca College as a Sports Management major, where he played D3 football and held several leadership positions across multiple student organizations.