

Wesley Haynes
The Brandr Group CEO

Wesley Haynes is the founder & CEO of [The Brandr Group](#), a Ponte Vedra Beach, FL based branding, sponsorship and licensing agency. The firm's clients include Topgolf, the NFL, NBA and MLB Player Associations along with partnerships with 70+ NCAA schools including Alabama, Ohio State, Michigan, Texas, and North Carolina. TBG is the leader in developing group rights programs that stand as the best NIL practice in benefiting student-athletes at the schools where Brandr Group has announced partnerships. Their rights include the development of cobranded licensing and sponsorship programs with school partners and student-athlete NIL. Previously Wesley held senior management positions with: Russell Athletic, PGA TOUR, Licensing Partners International (a JV with CLC) and now with The Brandr Group.