

— TRANSFORMING BUSINESS CHALLENGES INTO TRIUMPHS —

OBSTACLES TO OPPORTUNITY

A BOOK BY PAT ALACQUA



FEATURING BRENDAN DONOHUE
Strategic Sports Executive. Former NBA 2K League
President. Mentor & Innovator.

*“Leadership is about empowering others.
Especially when the path forward isn’t clear.”*

AS FEATURED IN CHAPTER 23:

Leading Through Adversity with Strategic Sports Executive, Brendan Donohue

CHAPTER 23: LEADING THROUGH ADVERSITY WITH STRATEGIC SPORTS EXECUTIVE, BRENDAN DONOHUE

From Hurricane Katrina to the rise of the NBA 2K League, Brendan Donohue's leadership journey is a blueprint in navigating disruption and building something stronger on the other side.

"For me, sports wasn't just about the scoreboard. It was about taking struggling organizations and helping them win from the inside out."

Brendan's chapter walks us through his early roles with the Pistons, Bucks, and Hornets, to leading sales for the Hawks, and eventually being tapped to oversee one of the NBA's boldest ventures: the NBA 2K League.

"You have to know what motivates your people. Some want recognition, some want growth, and others are chasing security. If you want performance, learn what drives them."

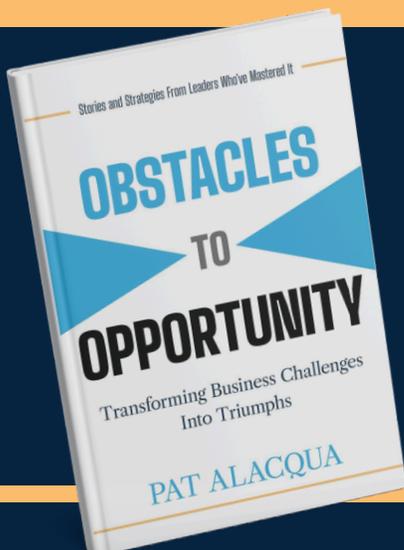
From live sports to esports, Brendan shaped a culture of trust, growth, and innovation. His story is a reminder that in any arena, real leadership means turning uncertainty into confidence by empowering others to thrive.

**EMPOWERMENT IS THE HEARTBEAT OF MODERN LEADERSHIP.
When we make others stronger, teams perform, culture grows, and results follow.**

ABOUT BRENDAN DONOHUE

Brendan Donohue is a seasoned sports executive and strategic leader. From launching the NBA 2K League as its inaugural president to transforming ticket operations for multiple NBA teams. Brendan's impact spans innovation, mentorship, and adaptability. His leadership philosophy centers on empowerment and building resilient, high-performing cultures.

**READ BRENDAN'S FULL CHAPTER—AND EXPLORE THE VOICES OF OTHER
TRANSFORMATIONAL LEADERS AT [PATALACQUA.COM/BOOK](https://patalacqua.com/book).**



ABOUT THE BOOK

Obstacles to Opportunity is a collection of powerful, real-world stories from leaders across industries. Each navigating a significant business challenge and discovering the opportunity within it.

You'll find practical strategies, mindset shifts, and behind-the-scenes insights from executives, entrepreneurs, and operators who turned challenges into clarity, momentum, and growth.