

Portia Archer Discusses the Role and Relevance of the G-League

In the third episode of Innovation Unlocked: Exploring the Next Level of Entertainment series, [Meeka Bondy](#) of Perkins Coie talks with [Portia Archer](#), Chief Operating Officer of the NBA's G-League. They discuss how beneficial the G-League is to high school and college grads looking to start their professional careers, how the pandemic has affected the NBA and basketball, and the unique collaboration the League has with its sponsors, teams and athletes.

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Contributors



[Meeka Bondy](#)

Senior Counsel

MeekaBondy@perkinscoie.com [212.261.6854](tel:212.261.6854)

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