



Venture Dallas

2024 Annual Conference



Andrew Yaffe

CEO
Dude Perfect

Andrew Yaffe joined Dude Perfect as Chief Executive Officer in 2024. Prior to joining the Dude Perfect team, he served as Executive Vice President, Head of Social, Digital and Original Content at the NBA, leading the department responsible for all video, editorial, and documentary content produced and distributed by the NBA.

While at the NBA, Andrew oversaw the NBA's industry-leading social media platforms with more than 200M+ followers across platforms, including more than 20M subscribers on YouTube and nearly 90M on Instagram. He also managed original content, which played a critical role in all of the NBA's behind-the-scenes content franchises distributed on third-party platforms. His team programmed the NBA's all-new App and other digital products, leading the design of a brand-new platform for global fans that generated more than 1 billion vertical video views during its first season, tripling total viewership year-over-year.

Before starting his role as Head of Content with the NBA in 2021, Andrew was the NBA's Head of Global Strategy, where he was responsible for launching new business lines for the league. His team helped launch the Basketball Africa League and the NBA2KLeague and led strategic partnerships with early-stage tech providers, including Playback, where he was a member of the Board. He received his MBA from the Stanford Graduate School of Business and a bachelor's degree from Duke University in Public Policy, and lives with his wife, Christen and their two children.

