

General Counsel



Nicole Birch, Esq. is an entrepreneurial, results-focused executive and professionally-trained lawyer with extensive experience in strategic planning, operational implementation, legal structuring, and closing transactions. Ms. Birch is the founder and managing attorney for HB Associates, P.C., an Atlanta based law firm providing general corporate law, international law, real estate, mergers & acquisitions, and financing representation to businesses, organizations, private equity firms, entrepreneurs and investors. Ms. Birch's successful track record as a corporate attorney and trusted advisor to international organizations, entrepreneurs, investors, boards of directors, and executive management is attributed to her proactive approach to formulating risk mitigation strategies to protect corporate assets, enhance processes, develop action plans, and minimize liability. Most recently, Ms. Birch served as in-house Legal Advisor, Chief Compliance Officer and General Counsel to an Atlanta based private equity firm, Panton Equity Partners, LLC and its portfolio company, Xpress Global Systems, LLC.

Her prior experience includes serving as General Counsel for a mid-sized law firm in Atlanta, where she was a member of the executive leadership team and Managing Attorney for Altisource Portfolio Management Company (a portfolio management company named as a Fortune 100 fastest growing company) with over 1 billion of asset under her management. Ms. Birch currently serves as the Secretary for the Jamaican Chamber of Commerce of Atlanta and previously served as the Chair for the Affordable Housing Committee for the Mortgage Bankers Association of Georgia and was named a Georgia Future Leader in 2014 by the Mortgage Bankers Association of Georgia.

Ms. Birch has the unique experience of being educated in the British, French and American school systems. Born in Jamaica, she migrated to the United States then to Montreal, Quebec in middle school and then eventually back to the United States where she completed high school in Atlanta, Georgia. She maintains her love of French culture by volunteering with Alliance Francaise D'Atlanta. She holds a Bachelor of Arts in Political Science and French from Emory University, a Juris Doctorate from American University's Washington College of Law where she studied international human rights law and international business transactions in Europe and served as student attorney in the Human Rights Law Clinic. Ms. Birch has been an active member of the Georgia Bar for over 14 years. Ms. Birch is the Founder and Executive Director for the Jamaican American Athletic Development, Inc., a U.S. and Jamaican nonprofit on a mission to help Jamaica's at-risk youth gain access to opportunities for advancement through American sports - football, baseball and basketball.