



## Robert Edward Branch, Jr.

June 20, 1925 - December 21, 2023

Coleman Funeral Home of Southaven

Robert “Bob” Edward Branch, Jr., aged 98, passed away on Thursday, December 21, 2023, in Southaven, MS. The memorial service to celebrate his life will be held at a later date at New Bethlehem Presbyterian Church, with Coleman Funeral Home of Southaven overseeing the arrangements.

Known affectionately as Bob, he was born to the late Robert Edward, Sr., and Ruth Elizabeth Branch. Bob, a WWII veteran, served with pride in the United States Naval Air Force. His journey began when he was drafted into service in Arkansas while tending to fields on his grandparents' farm. Post-military service, Bob became the owner and operator of a successful chemical company.

Despite his numerous accomplishments, Bob remained humble about his achievements. Excelling both in sports and academics, he played tight end for Georgia, swam for Illinois, and wrestled for Michigan. He even qualified for the Olympics in swimming but was unable to compete due to an injury. Holding Masters Degrees in Chemistry and Business Administration, Bob furthered his education by successfully passing the National Bar Exam without attending law school, enabling him to draft contracts for his chemical company.

In addition to his professional life, Bob found joy in flying, often buzzing over his home while his family watched below and riding his motorcycle until the age of 89. He loved working on and admiring his property, engaging in hands-on activities, and traveling with his beloved wife, Jodi. Remaining the epitome of a healthy individual, Bob exercised daily, including his love for playing handball until the time of Covid.

Above all, Bob cherished spending time with his family and maintained connections with every friend he ever made, consistently checking in on them. His incredible work ethic, caring nature, and humility left a lasting impact on all who knew and loved him.

Bob is survived by his wife of 14 years, Jodi (JoAnn) Branch of Walls, MS; daughter, Lynne (Randall) Greenslade, of Walls; stepsons, Robert E. Branch, Jay Branch, and Mike Pace; along with a host of grandchildren, great-grandchildren, and great-great-grandchildren.

He was preceded in death by his parents, Robert Edward, Sr., and Ruth Elizabeth Branch; son, Robert Ward Branch and step-son, Bob Pace.

Expressions of condolences can be shared on his Tribute Wall at [www.colemanfuneralhome.com](http://www.colemanfuneralhome.com).

# Tribute Wall

YB

“ *I am grateful you were in my life. Thank you for everything you did for me and my family and for everything you taught me. I will forever treasure fond memories. May you be reunited with the Heavenly Father and with your loved ones who await you. May we all be reunited one day.*

*Love Forever,  
Yumi Branch*

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**Yumi Branch** - January 21, 2024 at 12:13 PM