



CHIEF MARKETING OFFICER Position Profile

LPGA®



About the LPGA

The Ladies Professional Golf Association (LPGA) is the world's premier women's professional golf organization. Created in 1950 by 13 pioneering female Founders, the LPGA, whose Members now represent nearly 40 countries, is the longest-standing professional women's sports organization. Through the LPGA Tour, the Epson Tour, the LPGA Professionals, and a joint venture with the Ladies European Tour, the LPGA provides female professionals the opportunity to pursue their dreams in the game of golf at the highest level. In addition to its professional tours and teaching accreditation programs, the LPGA features a fully integrated Foundation, which provides best-in-class programming for female golfers through its junior golf programming, and its LPGA Amateurs division, which offers its members playing and learning opportunities around the world.

The LPGA is committed to being the global leader in women's golf and to using its unique platform to empower, inspire, and advance opportunities for girls and women, on and off the golf course. Learn more about the organization [here](#).

OUR MISSION & VISION



The 13 Founders of the LPGA



Bettye Danoff Marlene Bauer Hagge Alice Bauer Opal Hill Helen Hicks Helen Dettweiler Marilyn Smith Patty Berg Babe Zaharias Louise Suggs Shirley Spork Betty Jameson Sally Sessions

Learn more about our 13 Founders [here](#).

MISSION: To be the global leader in women's professional golf and to use our unique platform to empower, inspire and advance opportunities for girls and women, on and off the golf course.

VISION: Transform the LPGA by creating a world-renowned global sports and entertainment property that showcases the very best female golf professionals.

WHAT YOU'LL DO / ROLE SCOPE

CHIEF MARKETING OFFICER

The LPGA is seeking a visionary **Chief Marketing Officer** to steward our legacy brand, honoring our deep heritage and expanding our reach to fans, partners and communities worldwide.

The Chief Marketing Officer (CMO) will lead the LPGA's global brand strategy, communications, marketing and fan engagement efforts. This leader will be responsible for driving fan growth, enhancing brand and sponsor value, and elevating the LPGA across all channels. In their oversight, the CMO will ensure that the LPGA's efforts on brand, communications and marketing align with our mission to inspire, empower and advance women in golf globally.

Strategic Leadership

Create and implement a comprehensive, integrated strategy that increases the LPGA's visibility, fanbase and supports revenue growth.

Brand, Digital & Content Oversight

Lead brand identity, positioning, messaging and storytelling to strengthen the LPGA's profile as a premier global sports and entertainment property.



WHAT YOU'LL DO / ROLE SCOPE *continued*

CHIEF MARKETING OFFICER

Brand, Digital & Content Oversight

- Oversee a compelling content strategy that deepens fan engagement.
- Collaborate with broadcast and digital partners to drive growth across digital, social, streaming, and broadcast channels.
- Ensure that the organization's creative assets meet best-in-class standards and resonate with diverse audiences globally.
- Wield analytics and fan insights to improve content and fan experiences.
- Optimize and expand the LPGA's digital footprint with innovative storytelling, 3rd party content producers/platforms and emerging media technologies.
- Help players elevate and optimize their personal brands.
- Partner with Tournament Operations team and external operators to grow fan attendance at tournaments.

Sponsorship & Partnership Marketing

- Collaborate closely with Sales & Partnerships team to deliver outstanding sponsor activation, with measurable ROI.
- Design integrated campaigns to enhance sponsor visibility and advance the LPGA brand.



Communications & Public Relations

Oversee PR strategy, media relations and communications, including thought leadership efforts.

Team Leadership & Culture

Coach and develop high-performing team, with culture of creativity, collaboration and accountability.

WHO YOU ARE / QUALIFICATIONS

CHIEF MARKETING OFFICER



- 15+ years of progressive leadership experience in marketing, brand management or communications in sports and entertainment.
- Demonstrated success in growing purpose-driven brands.
- Passion for golf and for women's sports.
- Strong background in digital media, fan engagement, data-driven marketing, and monetization.
- Compelling and persuasive spokesperson and writer.
- Exceptional partner and collaborator internally and externally.
- Inspirational leader and coach, with experience developing cohesive and inclusive teams.

Potential candidates should express their interest and send their resumes to recruiting@lpga.com.