



# CHIEF SALES & PARTNERSHIPS 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

**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.

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



## WHAT YOU'LL DO / ROLE SCOPE

### CHIEF SALES & PARTNERSHIPS OFFICER



Celebrating its 75th anniversary, the **Chief Sales & Partnerships Officer** role is a unique leadership opportunity to join the LPGA and contribute to the legacy that launched a league.

Reporting directly to the LPGA Commissioner, the Chief Sales & Partnerships Officer is responsible for developing and executing the LPGA's global strategy focused on driving revenue through official marketing partnerships, title sponsorships, and other assets. This executive will lead a high-performing team and partner closely with internal and external stakeholders to meet revenue targets year over year and enhance the commercial profile and brand equity of the LPGA and its athletes.

#### Strategic Leadership

- Develop and implement a comprehensive, multi-year sales strategy aligned with the LPGA's mission, vision and strategic roadmap in close partnership with the LPGA Commissioner and Chief Tour Business & Operations Officer.

#### Partnership Development & Revenue Growth

- Cultivate and close high-value partnerships across key categories that support the LPGA Tour, Epson Tour and other initiatives, with full ownership of the official marketing partnership strategy and revenues.

# WHAT YOU'LL DO / ROLE SCOPE *continued*

## CHIEF SALES & PARTNERSHIPS OFFICER

### Partnership Development & Revenue Growth

- Drive year over year growth in sponsorship and commercial revenue streams through new business development as well as growth of existing partners. Deal structures traditionally include official rights, media, hospitality, and athlete brand ambassador relationships.
- Develop and maintain trusted relationships with partners, players, tournament operators, the LPGA Board and other stakeholders to achieve mutually beneficial outcomes.
- Design digital and fan loyalty monetization strategy that maximizes opportunities for revenue growth.

### Team Leadership & Cross-Functional Collaboration

- Lead and coach the LPGA's Sales & Partnership team, fostering a results-oriented, innovative and inclusive culture.
- Partner with marketing, communications, tournament business affairs, properties, player relations, and legal to ensure the seamless execution of both deals and activation plans.
- Oversight of sales CRM and utilization across the organization.

### Market Knowledge

- Monitor trends across the sports, sales and partnership landscape to position the LPGA appropriately in the market as a global sports and entertainment property.



# WHO YOU ARE / QUALIFICATIONS

## CHIEF SALES & PARTNERSHIPS OFFICER

- 15+ years of progressive leadership in sponsorship sales, business development and partnerships in sports, entertainment and/or media.
- Demonstrated track record of securing and managing 7- and 8- figure sponsorship deals.
- In depth understanding of brand marketing and sports media valuation.
- Passion for golf and women's sports.
- Excellent communicator, negotiator and relationship-builder.
- Strong people manager with experience building, developing, and maintaining high-performing sales teams.
- Experience working with global properties and deep understanding of global markets.



**Potential candidates should express their interest and send their resumes to [recruiting@lpga.com](mailto:recruiting@lpga.com).**