

JOE STERANKA

Chief Executive Officer
The PGA of America



Now in his 25th year with the Association and seventh as the PGA of America's Chief Executive Officer, Joe Steranka leads a number of the golf industry's most important initiatives.

Steranka's vision guides the staff of the world's largest sports organization in their dedication and service to the Association's 27,000 men and women PGA Professionals, as well as the global golf industry. In addition to his CEO role with The PGA, he serves as a member of the leadership teams for the World Golf Foundation, PGA World Alliance and the International Golf Federation's work that will return golf to the Olympic Games beginning in 2016.

Since joining the PGA's staff as Director of Communications in 1988, Steranka has directed the marketing and business development of the Association's brand, its championship events and media assets, including the PGA Championship, Ryder Cup, PGA.com, Play Golf America, PGA PerformanceTrak and golf expositions, which encompass the PGA Merchandise Show and PGA Expo. He chairs the Board of We Are Golf, the golf industry's Washington, D.C.-based legislative and public affairs initiative on behalf of the sport's thousands of small businesses. Most recently, Steranka has directed a strategic study of golf and a forecast for consumer demand for the game, its products and services. The innovative Golf 2.0 initiative is directing the sport's many organizations to grow participation by broadening golf's access and appeal to diverse audiences, especially minorities, women and junior golfers.

Through his stewardship, the Association developed long-standing broadcasting agreements with CBS, NBC, Turner Broadcasting and others to distribute The PGA's premier events to unprecedented worldwide audiences. He also cultivated a relationship with acclaimed advertising agency Leo Burnett, leading to popular public service announcements for PGA members. Steranka also steered The PGA's new media strategy, including the creation and expansion of an alliance with Time Warner to enhance PGA.com, one of the leading golf Web sites, with millions of unique visitors each month.

The 53-year-old sports industry veteran is one of just 11 PGA Honorary Members in the storied golf Association's history, joining a prestigious list that includes former Presidents Dwight Eisenhower, Gerald Ford and George H.W. Bush. He is Chairman of the Board for the Folds of Honor Foundation; a Board member of the Children's Healthcare Charity, which operates The Honda Classic; a member of the Florida Sports Foundation Board; serves on the Selection Committee for the World Golf Hall of Fame; and is a National Trustee for The First Tee. In 2009, Steranka was honored with the March of Dimes Sports Leadership Award.

A 1979 graduate of West Virginia University with a B.S. in journalism, Steranka and his wife, Joann, live in Palm Beach Gardens, Fla., and have two children, Alexandra and Stephen.

