



Joe Steranka
Chief Executive Officer
The PGA of America

Joe Steranka was named as The PGA of America's Chief Executive Officer in October 2005. Following nine executive directors who led The PGA's staff, he is just the second CEO in the storied golf Association's history, which dates back to 1916. In 2008, he became the 10th PGA Honorary Member ever, joining a prestigious list that includes former Presidents Dwight Eisenhower, Gerald Ford and George H.W. Bush.

Since joining The PGA of America's staff in 1988, Steranka has directed The PGA's expansion of events, media assets and marketing programs, including the PGA Championship, Ryder Cup, PGA.com, Play Golf America and PGA PerformanceTrak. Recently, Steranka has steered the industry's government relations and diversity efforts and is leading a global alliance of international PGAs to grow the game and business of golf worldwide.



As The PGA of America continues its decade-long countdown to a Centennial celebration in 2016, Steranka presents a vision to guide The PGA's staff in their dedication and service to the 28,000 men and women PGA Professionals through a strategic brand that further positions PGA Professionals as the experts in the game and business of golf.

Through his stewardship, Steranka has guided relationships with several television networks to broadcast 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 750,000 unique visitors each month.

The 50-year-old sports industry veteran is also CEO and Chairman of Golf 20/20's Executive Committee; a member of the Board of Directors for Children's Healthcare Charity, Inc., which operates The Honda Classic; and is an Advisory Council member for the Environmental Institute for Golf. He also serves on the Board of Directors for the World Golf Foundation; the Selection Committee for the World Golf Hall of Fame; and as a National Trustee for The First Tee.

A 1979 graduate of West Virginia University with a bachelor's degree in journalism, Steranka has 28 years of sports management, marketing, public relations and television experience.

Steranka and his wife, Joann, live in Palm Beach Gardens, Fla., and have two children, Alexandra and Stephen.