



Women In Golf Foundation Inc.

Growing the Game of Golf for Women and Youth

June 15, 2023

Welcome Our New Marketing Director

Ashleigh is an accomplished marketing executive who got her start in golf at the age of 10 thanks to one of the country's oldest inner-city youth golf programs. She's parlayed her love for golf into a career dedicated to transforming the landscape of the sport for underserved groups. She's become one of the industry's most sought-after marketing minds marrying her creative prowess and operational expertise to help organizations refine their brand, tell better stories, disrupt the marketplace and drive tangible growth and awareness.

Ashleigh's work includes leading the rebranding and marketing strategy for LPGA*USGA Girls Golf, spearheading the golf industry's #inviteHER campaign, and launching the LPGA Women's Network. In her early career, Ashleigh directed experiential marketing programs for the LPGA Tour and served as the organization's youngest and only black tournament director running the LPGA Professionals National Championship.

In 2020, she returned to her passion for amplifying the work of nonprofits to serve as the Vice President of Marketing and Communications for Youth on Course, an organization leading the way for accessibility and inclusion in junior golf. Today she runs a boutique marketing agency specializing in helping brands authentically connect with diverse audiences.

We are growing and making great moves forward!