



**FOR IMMEDIATE RELEASE**

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**PGA TOUR announces Alexandra “Alex” Baldwin  
as new President of Web.com Tour**

*Baldwin becomes first female Tour President in PGA TOUR history*

**PONTE VEDRA BEACH, Florida** – The PGA TOUR announced today that current Vice President of Marketing Partnerships, Alexandra “Alex” Baldwin, has been named President of the Web.com Tour. With the announcement, Baldwin becomes the first female in history to lead one of the PGA TOUR’s six global Tours as President.

Dan Glod, who has served as President of the Web.com Tour since January of 2017, has been elevated to Senior Vice President, Global Sponsorship Strategy and Development in a corresponding announcement.

“We are excited to announce Alex as the new President of the Web.com Tour in what is a watershed moment for our organization,” said PGA TOUR Commissioner Jay Monahan. “In her role as Vice President of Marketing Partnerships, Alex has spearheaded our efforts to provide increased value to our PGA TOUR partners and I know she will have that same level of success on the Web.com Tour. We thank Dan Glod for his tremendous leadership with our partners, tournaments and membership over these last two years and know the Web.com Tour has a great foundation which Alex can continue to build upon.”

Baldwin joined the PGA TOUR in 2017 as Vice President of Corporate Partnerships, where she was responsible for co-leading the Marketing Partnership team and overseeing key partner account teams including Morgan Stanley, Dell, Omni Hotel and Resorts and United Airlines, among others. In addition to spearheading partner oversight, she negotiated extensions and new programs with partners including Avis, MD Anderson, Rolex and Citi.

“I am thrilled for this opportunity to lead the Web.com Tour while drawing on years of experience in golf, sports and business,” said Baldwin. “The Web.com Tour is a tremendous avenue through which we’re able to develop the next generation of PGA TOUR stars, and I’m eager to learn as much as possible about our partners, tournaments and communities as we look to build on the Tour’s incredible 30-year foundation.”



Prior to joining the PGA TOUR, Baldwin was a Corporate Consulting Executive at CAA Sports in Jacksonville Beach, Florida, working with major brands on their strategy and activation plans in sports and entertainment. During that time, she worked strategically with Waste Management and the Waste Management Phoenix Open as well as Synchrony Financial, CVS Health and Concur among others.

For 10 years prior to joining CAA, Baldwin was with Boston-based Fenway Sports Management, consulting clients and driving sales efforts around premier golf properties, including the Deutsche Bank Championship.

Baldwin's career began in 1992 as an intern with International Management Group (IMG), where she eventually rose to agent, representing the likes of LPGA stars Karrie Webb and Suzann Pettersen, as well as PGA TOUR winners Brad Faxon and Carlos Franco.

The Web.com Tour's Country Club de Bogotá Championship begins tomorrow in Bogotá, Colombia. The event is the third of 27 tournaments on the Tour's 2019 schedule, which will conclude with the sixth-annual Web.com Tour Finals in August and September.

#### **ABOUT THE WEB.COM TOUR**

Founded (1990), owned and operated by the PGA TOUR, the Web.com Tour continues to identify those players who are ready to compete and win on golf's biggest stage. In 2013, the Web.com Tour became The Path to the PGA TOUR with all 50 available PGA TOUR cards coming through the Web.com Tour and the season culminating at the Web.com Tour Finals. This season marks the 30th year of competition on the Web.com Tour. Three out of four PGA TOUR members are Web.com Tour alumni. Tour alumni have won more than 500 PGA TOUR titles, including 23 major championships and eight PLAYERS Championships. To learn more about the PGA TOUR, the Web.com Tour and to follow the season-long quest for a PGA TOUR card, visit [PGATOUR.COM](http://PGATOUR.COM), or follow the Tour on social media via Twitter (@WebDotComTour), Facebook ([facebook.com/WebDotComTour](https://facebook.com/WebDotComTour)) and Instagram ([Instagram.com/WebDotComTour](https://Instagram.com/WebDotComTour)).

#### **ABOUT WEB.COM**

Since 1997 we at Web.com have been the marketing partner for businesses wanting to connect with more customers and grow. We listen, then apply our expertise to deliver solutions that owners need to market and manage their businesses, from building brands online to reaching more customers or growing relationships with existing customers. For some, this means a fast, reliable, attractive website; for others, it means customized marketing plans that deliver local leads; and for others, it means customer-scheduling or customer-relationship marketing (CRM) tools that help businesses run more efficiently. Owners from big to small and everything in between can focus on running the companies they know while we handle the marketing they need. To learn how this global company collaborates with customers and employees to achieve their potential, explore Web.com or follow on Twitter at @webdotcom or on Facebook at [www.facebook.com/web.com](https://www.facebook.com/web.com).