



## Ted Eleftheriou, PGA

### Director of Golf Program Development

Ted Eleftheriou is the Director of Golf Program Development for the PGA of America. He also held the titles of Director of PGA Learning Centers and Director of Player Development Regional Managers.

Eleftheriou currently works with the Future of Coaching team with responsibilities which include: appearing as the on-camera talent and trainer for PGA.Coach and the American Development Model (ADM); writing content for and videoing the ADM activity content found on the PGA.Coach app; assisting in all aspects of the development of PGA.Coach website and app; and creating and delivering PGA.Coach awareness communication pieces and seminars for PGA and LPGA members, non-members, and other allied association members.

In addition, Eleftheriou builds the content, manages the scheduling and delivers the PGA of America's "Future of the Business of Coaching" workshops throughout the United States and Canada. The workshops are entertaining, informative and interactive and have the highest net promoter score of ANY event conducted by the PGA. In addition, Eleftheriou presented on the main stage as one of seven key-note speakers at the 2019 PGA Teaching and Coaching Summit at the PGA Show in Orlando and currently serves as the PGA Staff Liaison for the PGA Teaching and Coaching Committee.

A PGA member since 1998, Eleftheriou's previous responsibilities with the PGA included business planning, financial reporting, curriculum and product build, hiring, training, and managing the day-to-day operations for the PGA Learning Centers pilot program from 2014-2016.

During his career, Eleftheriou was a popular golf instructor and golf academy owner in Los Angeles and Orlando, with a client list that included TOUR players, celebrities, professional athletes, musicians, and people of all ages and abilities. He was also hired to consult for both the PGA of America, with the launch of "Play Golf America," and the PGA TOUR with the creation of "Link Up 2 Golf."

Prior to consulting, Eleftheriou was the Eastern Regional Director for the Nike Golf Learning Centers, opening and managing 41 learning centers throughout the United States. He also held titles of Head Golf Professional, General Manager, and Director of Instruction at several facilities.

Preceding his golf career, he was a freelance film producer in Los Angeles, a freelance published writer for many publications including the Orlando Sentinel, and a Systems Programmer for General Electric.

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