



Craig Annis

Chief Brand Officer
United States Golf Association

Craig Annis joined the USGA in March 2017 to oversee a broad-based communications strategy for the Association. In 2018, his role was expanded to oversee a growing marketing function, before he was promoted to Chief Brand Officer and the association's Executive Leadership Team in January 2020.

In his role, Craig leads a growing and integrated team of creative professionals tasked with managing all aspects of the USGA's brand including public relations, marketing, content, social media, reputation management, and community relations. His oversight includes PR and marketing efforts for the association's 14 national championships including two of golf's most prominent majors, the U.S. Open and U.S. Women's Open, the USGA's governance role, and growing the USGA member program and GHIN. As a member of the Executive Leadership Team, Craig helps craft the vision and strategic planning for all aspects of the USGA.

Under Craig's leadership, the association underwent a comprehensive brand transformation initiative for the U.S. Open, which generates more than a \$70M annual investment back into the game. He also led the effort to re-launch Golf Journal, a print publication distributed to more than 467,000 USGA members and has been a key force behind the association's growing commitment to national junior programs, including LPGA*USGA Girls Golf, The First Tee and Drive, Chip & Putt.

Within the industry, Craig serves as a vocal advocate for women's golf and a more inclusive game. He sits on the board of Shels, an organization dedicated to elevating the status of women's sports and female athletes, and is a champion for enhancing the USGA's influence in the women's game, especially through the U.S. Women's Open.

Prior to joining the USGA, Craig had a distinguished 11-year career at Mars, Incorporated where he held several senior roles. Most recently, Craig served as the Global Vice President of Corporate Affairs with Mars Food. He oversaw the function for the \$1.5 billion-plus global division, working across 30 markets to drive business performance and enhance brand reputation. He created and implemented innovative health and wellbeing and sustainability strategies, which contributed to growth, generated positive and invaluable media recognition and shareholder validation, and assisted in attracting top talent to the company.

Craig received his Bachelor of Arts Degree in Political Science from the University of New Hampshire and is a graduate of the IMD Business School's Strategy for Growth Program and the London Business School Global Business Consortium Program. Outside the office, Craig competes in triathlons with his wife Kate and shares his passion for golf with his four sons.



Raghu Krishnamoorthy

Former CHRO, GE; Lifelong Learner/Doctoral Student;
and Executive Director, Mentora Institute

Raghu Krishnamoorthy is a seasoned global executive with more than 37 years of experience in driving business outcomes as a Human Resources professional. He retired from General Electric (GE) as the CHRO in early 2019, after 25 years with the company—doing work that spanned three continents, several multi-billion-dollar lines of business, and exciting corporate leadership roles. He is currently the Executive Director of the Mentora Institute while also pursuing a doctorate from the University of Pennsylvania, rounding out his years as a learning leader practitioner with rigorous academic study on the subject. His research interest centers primarily around the Future of Work.

Raghu is an expansive, creative thinker who leans into complex business challenges and garners trust through his authentic leadership style. He is often sought out to share his expertise at colleges and thought leadership forums such as Harvard, MIT, Yale, Columbia University, The Economist, and Milken Institute and has authored a number of articles.

He earned an MBA from the Indian Institute of Management, Ahmedabad, was a Fulbright Scholar under the Humphrey Fellow program from the University of Minnesota, and was a Rotary Scholar under the Group Study Exchange Program. He is married with two daughters and lives in Chicago.



Dovie D. Majors

General Manager
Amazon Air

Dovie is an Inspirational Leader with a demonstrated track record of leading teams to extraordinary performance. She has more than 20 years of experience in operations and understands what it takes to inspire accountability at all levels of an organization. Dovie is a leader of people and process improvement who has leveraged the ever-modern principles of “positive psychology” to drive performance. Dovie’s work experiences include honorable service in the USAF, Greenfield start-ups, Brownfield re-starts, tire and rubber industry, coal mining, heavy manufacturing, technology sector, mergers and international acquisitions including the responsibility for driving cultural change and merging cultural norms to form One Team. Dovie joined Amazon two years ago and was recently recruited to join lead the launch of its busiest Air Hub located at Baltimore Washington International Airport during a time of tremendous growth. She is rich with experience in line driven safety; downsizing; global operations; corporate relocation; global expansion; growth models; team development; community relations, safety and environmental stewardship and P&L responsibilities. Dovie has an MBA and a BS/BA from the University of Phoenix. She has an A/AS from Oklahoma State University. She is 6 Sigma Green Belt and Lean Sigma Certified through Villanova University and Black Belt Certified through Moresteam University. She is a graduate of five Signature Executive Leadership Programs: the Wharton Leadership Program at the University of Pennsylvania, the Scarlett Leadership Institute in Nashville, TN; the Strategic Leadership program at Vanderbilt University and WOMEN Unlimited’s The FEW in New York City and LEAD in Chicago. Dovie has been a mentor with the WOMEN-Unlimited leadership programs since her graduation in 2004 and in 2009 she contributed to a book written by Women Unlimited’s founder, Jean Otte, *“Women Are Changing the Corporate Landscape”*.

Dovie attributes her success to the network of leaders that have supported her, the people on the teams she has led, her dedication to personal learning and her willingness to promote and develop others. Through her experiences, she notes that one thing has remained constant: people are people and no matter how tough any decision, take care of people in the process.

Dovie currently lives in Baltimore, MD during the work-week while also enjoying her home in Madeira Beach, FL as time allows. She has a 26-year-old son and supports his career as an up and coming model/actor. In her spare time, she travels the world with her boyfriend enjoying backstage privileges with US chart topping country artists. During COVID-19... well, not so much 😊

A View From The Top Panelists

WOMEN
UNLIMITED, INC. | MENTORING
EDUCATION
NETWORKING



A. Denise Malloy

Global Vice President, Diversity & Inclusion
Johnson Controls, Inc.

Bio to follow.

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