

MOST POWERFUL Europe

Editor's note: We premiered our list of the Most Powerful People in Asia last issue, to accompany our annual compilation of the Most Powerful People in Golf. Not to be left out, our European editor, Trevor Ledger, compiled a list of the Most Powerful People in Europe.

Compiling a list of the most powerful people in European golf can become a matter of definition as much as anything else. For example, the power wielded by the European Golf Course Owners Association might be relatively small in terms of direct intervention, but its lobbying of governments and the resulting impact on courses can have immense ramifications upon the business. At the opposite end of the scale, Peter Dawson, secretary of the Royal and Ancient Golf Club of St Andrews, wields direct power. But, in terms of impact upon the wider public, Dawson might not measure as strongly. Then again, a personality such as Rory McIlroy is the first name to almost everyone's lips when golf is mentioned.

Thus, our inaugural list of the Most Powerful People in Europe includes a group of people who have influence for differing reasons. But they all have the ability to impact the game for the better. For profiles of the first two, please see the Fall edition of Golf Inc, where they were included in the Most Powerful People in Golf.



No. 1
Peter Dawson

Secretary of The Royal and Ancient Golf Club of St Andrews

World ranking: 7



No. 2
George O'Grady

Chief Executive, European Tour

World ranking: 14



No. 3
Nick Faldo

Chairman, Faldo

World ranking: 24

Off the links, Faldo continues to hit it long and straight through his successful business endeavors. His golf course design company, Faldo Design, has a hand in more than 50 projects spanning the globe. He's also the force behind the Faldo Series, a program for aspiring golfers. Additionally, Faldo has launched a new career as a television commentator, offering insight for CBS and the Golf Channel.

No. 4

Annika Sorenstam

Former professional golfer; now runs a number of golf-related enterprises

world ranking: 30



PHOTO BY CHRIS STANFORD

Sorenstam stepped away from professional golf in 2008 to focus on starting a family and building her ANNIKA group of businesses. Five years into this next phase of her career, she's busier than ever. Sorenstam created the ANNIKA Foundation as a way to teach children the importance of living a healthy, active lifestyle through fitness and nutrition, and offer aspiring junior golfers opportunities to pursue their dreams. Her ANNIKA Academy, which recently celebrated its five-year anniversary, features individualized golf instruction, personalized fitness and nutrition programs, and custom corporate packages from Sorenstam's hand-picked team of instructors as well as opportunities to learn from Sorenstam herself.



DAVID W. LEINDECKER

No. 5

Rory McIlroy

Professional golfer

Despite a well-catalogued slide from the world No. 1 spot, McIlroy remains a prodigious talent, and for golfers who study the game, he remains a serious contender for the top spot. His influence in golf is transatlantic, and in Europe he maintains a high draw for sponsors and galleries. McIlroy remains one of the top

earners in the game, and with a seemingly inevitable return to form, this can only grow during the coming years. With a Ryder Cup looming, the Northern Irish wunderkind is likely to receive yet more airtime and thus increase his influence on the public and organizers of events (not to mention equipment and clothing sponsors).



No. 6

Chubby Chandler

Group Chief Executive Officer, International Sports Management Limited

A sports management agency based in Cheshire, England, International Sports Management represents leading figures from the sports of golf and cricket. It was founded in 1989 by former European Tour golfer Andrew "Chubby" Chandler. Despite the agency losing Rory McIlroy in 2011, golf clients include major champions Louis Oosthuizen, Darren Clarke, Ernie Els and Charl Schwartzel, as well as Lee Westwood. With such a stable of favorites, Chandler is still a major force in the world of European professional golf management and commands a good deal of respect.

Europe, Africa and the Middle East

No. 7

Alexander Baron Von Spoercken

President, European Golf Course Owners Association
Spoercken, chairman of the German Golf Course Owners Association,

was elected as European Golf Course Owners president in Dec. 2012. He is also chairman of Clubhaus AG, one of the most successful golf course chain operations in Germany. The EGCOA has more than 900 members, with 15 national owners associations throughout Europe, and was



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at the forefront of the recent inaugural meeting with the European Union — the first time the European golf economy has come before the European parliament with a unified voice.

No. 8

Barney Francis

Managing director, Sky Sports

In the largest golf market in Europe — the U.K. — access to golf coverage is almost entirely held by Sky Sports, with only The Open Championship and The Masters being available on terrestrial TV. And Barney Francis is responsible for Sky Sports output across four core sports channels and Sky Sports News HD, as well as online and mobile content. He was appointed managing director in July 2009, and has worked in television for 17 years in the terrestrial, multi-channel and independent production sectors.



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Europe, Africa and the Middle East



No. 9 Sandy Jones

Chief executive of the Professional Golfers' Association (PGA), chairman of the PGAs of Europe
Jones' leadership of PGA professionals (club professionals) has seen initiatives such as Get into Golf and ClubGolf across the U.K. Coupled with the traditional role of the club pro as a teacher and adviser, Jones is immensely important to grass-roots golf. Moreover, Jones is chairman of the PGAs of Europe, the body that controls the Ryder Cup European Development Trust. During his tenure, Jones has overseen the investment of funds into several European golf projects – most notably in the wake of successful Ryder Cups, particularly Wales in 2010. Scotland in 2014 will be the next beneficiary and cements Jones' place in the Most Powerful People in Europe.

No. 10 Hamish Grey

Chief executive Scottish Golf Union
As chief executive officer and a board member of the Scottish Golf Union



reporting to the chairman, Grey has overall responsibility for the day-to-day operations of the SGU, ensuring its strategy is implemented by the executive team across the three key areas of growing the game, developing talent and supporting clubs. A native New Zealander, Hamish

moved to the U.K. in 1997 and has worked in sports management throughout his career. With the Ryder Cup at Gleneagles next September and two of the next three British Opens being staged in Scotland, Grey should be at the forefront of golf.

ADDENDUM Andrea Sartori

Partner, KPMG

Sartori, who initially made the short list, took a step out of the limelight in late September. The Italian who heads KPMG's Real Estate, Leisure and Tourism team, based in Hungary, sold



the conference he founded to IMG. The Golf Business Forum was the first event of its kind in Europe, and brought together

developers and other industry leaders during the past 10 years. In recent years, Sartori's enthusiasm for the event had waned, and the sale should help him focus on his core business. Sartori has taken part in more than 100 golf-related assignments, including market and financial feasibility studies, valuations, operational review and business planning. He is also the initiator of the Golf Benchmark Survey. With more than 20 professionals of 11 nationalities based in Budapest, the Real Estate, Leisure and Tourism team of KPMG in Central and Eastern Europe is the largest professional advisory firm in the lifestyle, real estate, hospitality, leisure, golf and tourism industries in Europe.