

Tour Caddie Collective Welcomes Craig Piepho as Marketing Director

Veteran marketing leader & Professional Caddie Certification Grad will support growth across company's speakers, caddie education and team-building portfolio.

CARY, NC, UNITED STATES, August 13, 2026

/EINPresswire.com/ -- [Tour Caddie Collective](#) today announced the appointment of Craig Piepho as Marketing Director. Piepho will lead marketing across the organization's growing portfolio of elite tour caddie speakers, [Professional Caddie Certification](#) and corporate team-building programs.

A former Professional Caddie Certification student on the program, Piepho brings an insider's understanding of Tour Caddie Collective together with more than 35 years of experience in branding, creative direction and marketing communications.

"Craig brings a rare combination of first-class marketing expertise, a genuine passion for golf and a personal understanding of our program," said Grant Berry, Principal of Tour Caddie Collective. "We are delighted to have one of our former Professional Caddie Certification students join our team, and I am confident Craig will play an important role in helping us expand our reach and impact."

Throughout his career, Piepho has partnered with nationally recognized brands including Pinehurst, Golf Pride, John Deere, 3M, Sharecare, Lenovo, American Airlines and Duke University, helping organizations build meaningful connections through strategic marketing and creative leadership.

Piepho's relationship with Tour Caddie Collective began as a student in the Professional Caddie Certification program delivered in partnership with NC State University Continuing and Lifelong Education. The experience gave him the opportunity to learn from accomplished professional caddies and subject-matter experts who have worked at the highest levels of golf.



Craig Piepho, Marketing Director,
Tour Caddie Collective

In his new role, Piepho will oversee brand strategy, website development, social media and marketing initiatives. His focus will include expanding awareness of the Professional Caddie Certification program while growing Tour Caddie Collective's speaker engagements, experiential offerings and corporate team-building programs. "This opportunity is exciting. I've spent my career helping companies figure out who they are, how they should look and how they can connect with people," Piepho said. "Being able to do that for something I genuinely love makes this a perfect fit. If I could just get my handicap down a few strokes, I'd really have it made."



Tour Caddie Collective

Tour Caddie Collective Logo

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This press release can be viewed online at: <https://www.einpresswire.com/article/933973120>
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join our team.”

*Grant Berry, Founder of Tour
Caddie Collective*

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