



Director of Development and Marketing

PETER PEARCE

Peter Pearce serves as Director of Development and marketing, and works with Donors, Foundations, and our Corporate Partners to ensure the financial viability of the Chapter.

With over 20 years of experience in the Sports and Entertainment marketing industry, Peter brings a wealth of experience in developing partnerships and making them work to the benefit of all stakeholders. With deep relationships in the community and local businesses, Peter helps position First Tee – Metro Atlanta as the premier youth development organization in the city of Atlanta and beyond. He is a lifelong golfer, with a passion for giving back to the community.

Originally from Greensboro, NC, Peter attended Hampden-Sydney College and graduated from Guilford College with a B.A. in English Literature. He moved to Atlanta in 1995 to work for the Atlanta Committee for the Olympic Games (ACOG), and then transitioned to working for various agencies; most recently as Senior Vice President and Managing Director of MKTG (part of the Dentsu network).

Peter lives in the Buckhead community, is married to his wife Kate, and has two children; Janie, a student at the University of Alabama, and Peter, a student at the Lovett school. Peter was nominated as a Man of the Year Candidate by the Leukemia and Lymphoma Society, another community non-profit he is passionate about. He also enjoys international travel, fishing, and playing tournament golf.

Please reach out to Peter to explore ways you or your business can get involved and support our mission.

