Customer Success Story

When tee times don’t wait, neither can finance

For the Ladies Professional Golf Association (LPGA), finance has to keep pace with a global schedule of fixed timelines. Event reporting needs to be ready when leaders need answers.

Sage Intacct helps the LPGA finance team organize financial activity by event, so multi-year profitability questions can be answered in minutes instead of days.

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Pressure off the course

Mary Salter, CFO of the LPGA, leads finance with the same focus the athletes bring to competition. Her approach is grounded in preparation and consistency, shaped by the LPGA's wider purpose of empowering women through sport.

Commissioner Craig Kessler sees the LPGA entering a new era of innovation, expanding its reach and connecting with new audiences. To support that ambition, the back office has to deliver with the same reliability expected on the course. Sage Intacct provides the financial foundation the organization depends on behind the scenes.

Every tournament runs like a business

Behind LPGA events is a fast-moving mix of expenses, revenue, partnerships, and accountability. Finance has to see performance at the event level — and connect it across the organization —without slowing down every time a detailed question comes in.

For Mary Salter and her team, that visibility used to come with friction. Multiple entities and an older system that limited drill-down meant too much switching, reconciling, and rebuilding — especially when leadership needed a multi-year view across events or a clear answer during tournament week. The pace of the tour didn't change, but the tools made it harder to keep up.

Sage Intacct gives LPGA a strong financial foundation they can rely on. With real-time visibility, multi-entity consolidation, and the ability to organize activity by tournament and partner, the team can move from chasing details to guiding decisions. It's a clearer line of sight into event economics, so the team spends less time reconciling and more time guiding decisions.

Company	Location	Industry	Sage Products
LPGA	Global	Nonprofit	Sage Intacct

Having real-time, transparent data has been critical in helping our leaders make decisions and function at their highest level, because it’s information they can depend on.

Mary Salter

CFO, LPGA

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It's all there, when you need it

Sage Intacct changes the day-to-day rhythm of finance at the LPGA. Information is no longer locked away in reports or spreadsheets. Leaders can see what's happening without having to ask.

To Mary Salter, Sage Intacct feels less like a system and more like "a new member of our team."

When the finance team rolled out dashboards, the impact was immediate. A business leader called the next day and told Mary Salter, "This changed my life," after seeing their P&L and outstanding invoices for themselves.

That visibility shifts how people work together. Leaders come to finance with clearer questions. Conversations are more focused. Decisions move forward without delay. Instead of spending time tracking information down, the finance team can focus on the future.

Leaders have the real-time information they need to look ahead.

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Smart decisions shape the game

With the right systems in place, finance can move beyond reporting and play a more active role in how the organization operates. The LPGA finance team supports everything from tournament operations to investment decisions, helping leaders make calls that keep the tour moving forward. Commissioner Craig Kessler puts it simply: “The ability to make informed decisions is at the root of everything smart organizations do.” With Sage, working smart is easier

The LPGA is on a growth trajectory, expanding its reach and shaping the future of the tour. As that momentum builds, leaders need to understand how today’s decisions affect the seasons ahead.

CFO Mary sees Sage Copilot as a way to surface insight sooner and reduce the manual work that slows teams down. Craig predicts AI will play a practical role in helping the LPGA use its resources more effectively.

Fewer delays free teams to focus on delivering better events and supporting the athletes who compete in them. Their work keeps momentum behind the tour and people at its heart.

Craig concludes, “With the right financial foundation, we’re not only poised for growth, but poised to use that growth to inspire future generations.”