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Rodeo Austin Names New Chief Executive Officer

Extensive National Search Concludes with Local Austin Business Leader

Austin, Texas, September 12, 2016 – Rob Golding has been named CEO for Rodeo Austin. Rob is joining Rodeo Austin after spending the past decade serving as founding Principal, Chairman and Chief Executive Officer of Live Oak Gottesman. Rob’s career has been dedicated to leadership roles where he has, time and time again, led an organization to new heights.

Laura Estes, Director of Marketing & Merchandising, H-E-B said, “We are excited to have Rob lead Rodeo Austin. He brings a strong background and expertise in executive leadership roles and community engagement. Rob will continue the vision and lasting impact Rodeo Austin delivers in empowering the youth of Greater Austin with entertaining and meaningful hands-on learning opportunities.”

Prior to joining Live Oak Gottesman Rob enjoyed a 15+ year career in the executive search and management consulting industry where his focus was on the recruitment of CEO and c-suite executives for Fortune 50, multi-national clients and early stage, private-equity clients in the areas of biotechnology, information technology and professional services.

“Rodeo Austin conducted a thorough search considering more than 140 candidates before narrowing on the sole finalist for the job. Rob’s long standing reputation of leadership was exciting to the Rodeo Austin board. Rob brings the vision we need to project Rodeo Austin to the next level in our community,” said Eddie Ledesma, owner of Capitol Cleaners and Rodeo Austin Board President and 39-year Rodeo Austin volunteer.

Rob and his wife Nan and two children have called Austin home for more than 35 years. Rob has been involved at a board level with numerous local organizations including the Urban Land Institute, the Capitol Area Council of the Boy Scouts of America, The Salvation Army, the Austin Economic Development Corporation, the Greater Austin Crime Commission, the Health Alliance for Austin Musicians, and the Greater Austin Chamber of Commerce.

“It is an honor to step into this role with Rodeo Austin. The board, staff and incredible base of volunteers have built a terrific organization and I look forward to working with them on

innovative ways to grow the presence and impact of the organization. I found the mission and professional challenge at Rodeo Austin irresistible.” said Rob Golding.

Rob earned a Bachelor of Science degree in Banking and Real Estate from The University of Illinois, Champaign-Urbana, Il. He holds a Master’s in Business Administration from Lake Forest College.



Rob Golding at the Rodeo Austin Headquarters.

*Rodeo Austin
Where Weird Meets Western*

Rodeo Austin is a 501(c)(3) non-profit organization that contributes nearly \$2 million annually to the youth of Texas. Through the acclaimed Livestock Show, Fair and Rodeo, we work toward the advancement of our mission: Promoting Youth Education - Preserving Western Heritage.