

Dr. Charles A. Steinberg

Executive Vice President & Senior Advisor to the President/CEO

Dr. Charles Steinberg returned to the Red Sox on February 17, 2012, after four years away--two with the Los Angeles Dodgers and two with the Commissioner of Baseball. Public Relations and Community Relations are among his responsibilities.

In 2013, "Dr. Charles" helped orchestrate the April 20 ceremony at Fenway Park that followed the Boston Marathon tragedy of April 15. Thereafter, he continued to help the club embrace the heroes, survivors, and bereaved families, culminating on November 2 with the tribute at the Finish Line during the "Rolling Rally," the world championship parade. Ironically, the April 20 tribute was one year to the day that he helped Fenway Park celebrate its 100th Anniversary.

In his previous six seasons in Boston, as Executive Vice President for Public Affairs, Steinberg was a creative force in the franchise's fan-friendly attitude, good will, market outreach, and communications. Among his responsibilities and innovations were the Opening Day ceremonies (including the presentation of the world championship rings in 2005), players greeting fans at the gates, the Father's Day Catch at Fenway, the Celebration of the Life of Ted Williams, the establishment of the Red Sox/Jimmy Fund Radiotelethon, the creation of the Fenway Ambassadors program, the Red Cross Blood Drive each September 11, as well as community events on Halloween, Veterans Day, Thanksgiving, Christmas, the birthdays of Dr. Martin Luther King, Jr. and Jackie Robinson, and Valentine's Day.

When he first arrived in Boston, together with the new ownership in 2002, Steinberg helped cultivate the passionate Red Sox Nation fan base and contributed to the improvements that enabled the ownership to save Fenway Park. In the community, Steinberg helped re-energize the club's award-winning and record-setting efforts, creating the Red Sox Scholars program (college scholarships for Boston middle schoolers), the Boston Area Church League, Red Sox Children's Retreats, and the Lindos Sueños program.

In 2010 and 2011, Steinberg worked directly for Commissioner Allan H. (Bud) Selig, serving as Senior Advisor to the Commissioner of Baseball for Public Affairs. In 2008 and 2009, Steinberg was Executive Vice-President/Marketing & Public Relations (Chief Marketing Officer) for the Los Angeles Dodgers. Before joining the Red Sox in 2002, he was Executive Vice-President/Public Affairs for the San Diego Padres, for whom he worked from 1995 through 2001. He started his career spending 19 years with his hometown Baltimore Orioles, rising from intern to head of Public Relations.

With all four clubs, Steinberg has been responsible for the fan experience in the ballpark and in the community. He has headed the clubs' public relations and outbound marketing, ballpark entertainment and special events, community relations and advertising, television and video production, and in each case, created innovative fan services departments. Each of the four franchises established attendance records during his tenure.

In Los Angeles, he established the Dodgers Ambassadors, orchestrated the 2008 Opening Day Ceremonies that paid tribute to the club's 50th Anniversary in Los Angeles, helped execute the club's historic trip to China in March, 2008, and their Guinness World Record attendance of 115,300 at the Los Angeles Memorial Coliseum to benefit cancer research. He was instrumental in creating a three-day musical tribute at the Hollywood Bowl before 50,000 people celebrating the Dodgers' 50th Anniversary, wrote the copy that is immortalized on the club's star on the Hollywood Walk of Fame, and developed an annual tribute to Jackie Robinson, as he had done in Boston, on the pioneering Hall of Famer's birthday. The Dodgers led the major leagues in attendance in 2009.

In San Diego, Steinberg had similar responsibilities and was a contributor to the city's successful campaign to build franchise-saving PETCO Park. He also created the Padres Scholars, a similar scholarship program to the Red Sox Scholars.

Steinberg won an Emmy Award for the television production of the story of the 1998 National League Champion Padres, and a Telly Award for the video of the 1989 Orioles.

On the field, Steinberg helped orchestrate the finale of Baltimore's Memorial Stadium in 1991, the opening of Oriole Park at Camden Yards in 1992, and the ceremonies surrounding the 1993 All-Star Game. He also started the planning of Cal Ripken's "Streak Week" festivities and created the celebration of the career of Hall of Famer Tony Gwynn in 2001. He was instrumental in the creation of Rick Dempsey's performance of "Old Time Rock and Roll" in Baltimore, the playing of "Hells Bells" heralding Trevor Hoffman's entrance in San Diego, the daily playing of "Sweet Caroline" in Boston, and the playing of "Don't Stop Believing" in Los Angeles. He was also instrumental in the development of the Dropkick Murphys' "Tessie" and "I'm Shipping Up to Boston" as Fenway Park anthems.

He has earned six championship rings: World Championships with Baltimore (1983) and Boston (2004, 2007, and 2013), and league championships with the '79 Orioles and '98 Padres. In his two years in Los Angeles, the Dodgers reached the National League Championship Series both years. He has been involved in postseason play 11 times.

The Baltimore native's baseball career began at age 17 with an internship from Gilman School arranged with the Orioles' Jack Dunn III, grandson of the man who first signed Babe Ruth. He was Hall of Fame Manager Earl Weaver's statistician for six years and continued that position with manager Joe Altobelli through the Orioles' World Championship season of 1983.

Steinberg created Orioles Productions, the club's first video department, in 1985, and its first customer service department in 1993 before ultimately heading its public relations department.

He worked for the Orioles while earning his undergraduate degree from the University of Maryland and his doctorate from Maryland's dental school, and continued his front office work while also assuming the role of team dentist. In 1982, Steinberg became a founding and charter member of the Academy for Sports Dentistry. It was with the Orioles in 1979 that he first worked with Larry Lucchino, whom he followed to San Diego and Boston.

A musician and songwriter, Steinberg's compositions have been recorded by Marilyn McCoo & Billy Davis Jr, former Chicago lead singer Bill Champlin, Bob Cowsill, and others. He served on the board of the San Diego Symphony and performed "Take Me Out to the Ballgame" on the Fenway Park organ during Jimmy Buffett's concerts in 2004. He was part of a group that sang on the Dropkick Murphys' hit song, "Tessie," and had a cameo with Drew Barrymore in the Farrelly Brothers' hit film, "Fever Pitch."