

Dr. Steve Greene, Former Charisma Publisher, Dies of COVID Complications

Dr. Steve Greene, former dean of the College of Business at Oral Roberts University, marketing expert, author of *Love Leads*, and former publisher and executive vice president of Charisma Media, died Wednesday at the age of 69 from complications of COVID-19.

Dr. Greene leaves a tremendous legacy of not only business success as a publisher, author and marketer, but as a follower of Jesus Christ, whose love for God and obedience to the Holy Spirit in everything he did were evident to anyone who knew him.

Charisma Media founder and CEO Steve Strang says Dr. Greene, who served at Charisma for over seven years, left a lasting impression on both the owners and employees at Charisma Media, where he came in 2015 and stayed until he retired from the company in late 2021.

“Dr. Steve Greene was a great man with a long list of accomplishments, including giving leadership over our Media Group for more than seven years,” Strang says. “In that time, we became good friends and I saw firsthand how he led with love—which was the subject of his book, *Love Leads*. I’m shocked at the news of his death. I need time to process and will write my own tribute later.”

Dr. Mark Rutland, founder and director of the National Institute of Christian Leadership and Global Servants and former president of Oral Roberts University, mourns the loss of his dear friend.

“Dr. Steve Greene was a true professional in every sense of

the word,” Rutland says. “As the dean of the college of business at ORU while I was president, he was an invaluable asset. Steve was a leader, an author, an educator and a minister. I admired his work ethic, his character and his zeal for the Lord. He was a loyal friend, and I will miss him greatly.”

Charisma House published *Love Leads*, Dr. Greene’s only book, in July 2017. Amazon describes the book as one that “will help you see that love and leadership are not mutually exclusive and learn that without love, you cannot be an effective leader. You will discover what it looks like to lead with love—is there a process of love? is tough love really love?—and you will view leadership as it’s never been seen before as Dr. Greene dispels the myths and misconceptions many have come to accept about leadership.”

Internationally known Christian author John Bevere said in his endorsement of *Love Leads*: “*Love Leads* is a must-read for all those in a position of leadership. My friend Dr. Steve Greene challenges readers to lead those entrusted to them with truth and love. This book will change the way you lead and love.”

Dr. Greene was the creator and producer of the Charisma Podcast Network, which showed incredible growth during his tenure. For several years, he also hosted the popular podcast, *Greenelines*. The show garnered millions of downloads.

He spent six years as the dean of the College of Business and the dean of Distance Learning at Oral Roberts University, where he was beloved by his students.

Dr. Greene wrote in *Love Leads*: “I was able to influence my students not simply because I was their professor, but because I had built relationships with them.” Other key quotes include:

– “A relationship with Jesus is the most important qualification of a leader.”

- “A godly leader inspires people to come up higher.”
- “If we are led by the Holy Spirit, everyone will notice His presence in how we do what we do.”

Dr. Greene earned a DBA in marketing from the University of Memphis in 1983, an MBA in marketing from Southeastern Louisiana University in 1979 and a B.A. in marketing from Southeastern Louisiana in 1975.

As the CEO and president of Steve Greene Consulting, he developed marketing and revenue generating plans for clients including McDonald's, Jiffy Lube, Stanley Steemer, St. John's Hospital, Brandon Tourism Board and many other local and national clients. He also conducted primary research in 83 television markets for audience measurement and target marketing.

One of Dr. Greene's passions was his lifelong love for the St. Louis Cardinals Major League baseball team. He was an avid collector of Cardinals memorabilia.

Dr. Greene leaves behind his wife of 49 years, Anette, two children and three grandchildren.

Shawn A. Akers *is the online editor for Charisma Media.*

Read articles like this one and other Spirit-led content in our new platform, CHARISMA PLUS.