

## **Golfmanager appoints David Sánchez as Head of Marketing and Communications**

- **Sánchez comes to Golfmanager after three years as Global Head of PR and Communications at Playtomic, Europe's largest racket sports App for players and clubs**
- **In this role, he will oversee the company's communications and marketing strategy to accelerate its internal processes, increase its brand exposure and establish strong relationships with Tech media.**
- **With this appointment, Golfmanager continues to increase its workforce in 2021 to launch itself to lead the digitization of golf clubs in Europe**

**Madrid, May 4th.** Golfmanager, the leading 100% cloud-based software in Spain and Portugal for the digitization and management of golf clubs, today appointed David Sánchez as new Head of Marketing and Communications.

Sánchez comes to Golfmanager after three years as Global Head of PR & Communications at Playtomic, in which he has been part of the business transformation of the company to become Europe's largest racket sports App for players and clubs.

In his new role, he will oversee the company's communications and marketing strategy to accelerate its internal processes, increase its brand exposure and establish strong relationships with Tech media.

He holds a BA in Journalism from the Complutense University of Madrid and a strong background and knowledge in using digital tools. Also, he has extensive experience in sports communication.

Since the beginning of his professional career, he has been closely linked to the sports industry. He is a contributor to national and international media such as Radio MARCA, El HuffPost, Robb Report MX or Esquire MX, among others.

In addition, he has been part of the Communication Department of the National Futsal League (LNFS) and is the author of the book *Sentir el Tenis*, published in 2018.

## Golfmanager adds new team members to an unstoppable project

Golfmanager continues to add new members to a solid team in order to be the leading option compared to traditional softwares in the digitization of golf clubs in Spain and Portugal.

Currently, its innovative technology, with Oracle Hospitality as official partner, allows *all-in-one* management of the entire golf course with all kinds of modules and integrations for the complete digitization of the club using a single software 100% cloud-based .

Rafael Vera, Golfmanager CEO points out that: *"It is a real pleasure to add David to the team. His experience in communication and marketing in other Spanish companies such as Playtomic, which are conquering the sports industry with their digital offer, will help us to continue strengthening our project. We want to have the best team to help more clubs in their digitization process in order to lead the golf market"*.

David Sánchez comments: *"I face this new challenge with great enthusiasm. Golfmanager is a company with a spectacular projection that is taking giant steps, despite its short life. This is because of its innovative and disruptive product with cutting-edge technology"*.

### For any additional questions:

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### About Golfmanager

*Golfmanager is the leading 100% cloud software in Spain and Portugal for golf clubs. The goal of Golfmanager is to digitize golf courses to optimize daily tasks thanks to the power of technology. Since its launch in 2018, it has earned the trust of more than 120 golf courses across Europe, becoming one of the leading European players in sports digitization. He has recently been named an official partner of Oracle Hospitality.*