

Golfmanager appoints Enrique Perez as Regional Sales Manager for Spain and Latin America

- **Pérez, with an extensive career linked to the golf industry, comes to Golfmanager after seven years as Sports Director at Golf Club Retamares**
- **In this role, he will be in charge of the company's sales area for Spain and Latin America regions in which Golfmanager continues to expand its presence**
- **With this appointment, the Spanish company adds new teammates to strengthen its leadership in Spain and Portugal and launching into new markets in 2021**

Madrid, May 18, 2021. Golfmanager, the leading 100% cloud-based software in Spain and Portugal for the digitization and management of golf clubs, today appointed Enrique Pérez as new Regional Sales Manager for Spain and Latin America.

Pérez, with a long career linked to the golf industry, comes to Golfmanager after seven years as Sports Director at Golf Club Retamares, one of the most recognized golf courses in the Community of Madrid with more than 120 annual social and commercial tournaments.

Previously, Pérez worked for 13 years at Las Rejas Open Club, another golf course that had more than 1,000 students and 50,000 trips per year, in which he learned to successfully coordinate and optimize the sports management of a course with other activities. In this club he had several roles: from Store Manager or Player Support to occupying the Commercial Management role of the course.

Golfmanager adds new teammates to an unstoppable team

Golfmanager continues to add talent to an unstoppable team in order to strengthen its leadership in Spain and Portugal and launch into new markets in 2021.

The Spanish company has the one and only software *all-in-one* 100% cloud-based for the management and digitization of golf clubs in the Iberian Peninsula, being the preferred choice compared to traditional softwares.

Currently its innovative technology was highlighted by Oracle Hospitality as an official partner. An award won thanks to a disruptive technology in the golf industry with a management softwares which includes all kinds of modules and integrations for the complete digitization of a golf club.

Rafael Vera, Golfmanager CEO, points out that: *“Increasing the team is always a good sign. Doing it with professionals like Enrique is a real privilege. His extensive knowledge of the golf industry, added to his complete understanding of the needs of a golf club, will help us to continue focusing on developing an innovative technology fully adapted to the needs of our managers”*.

Enrique Pérez comments: *“I am very happy to join Golfmanager in this new stage. I think that, from my previous experience, the digitization of golf clubs is a must right now. And without a doubt, I’m joining the best software on the market for the digitization of golf courses. Together with the team, I will work so that more and more clubs are aware of the enormous possibilities and advantages offered by a 100% cloud-based software like ours to facilitate their day-to-day management of a course”*.

For any additional questions:

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About Golfmanager

Golfmanager is the leading 100% cloud-based 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.