

## Roger Hofflander new CEO of GolfStar Sweden

**The board of GolfStar Sverige AB has appointed Roger Hofflander as the company's new CEO.**

Roger Hofflander has a solid background in the golf and service industries and assumes the role with the ambition to further develop GolfStar as a leading and innovative player in the Swedish golf market.

He has many years of experience in driving growth and developing organizations undergoing change, both as an entrepreneur and consultant. Roger most recently came from the role of Head of B2B Sales at Caddies Europe AB and has previously worked at Österåkers Golf AB, where he was responsible for sales and marketing.

*-- I am very much looking forward to leading GolfStar Sweden into the next development and growth phase. The company has a strong market position and a clear ambition to make golf more accessible and attractive to more people. Together with the knowledgeable team, we will continue to develop the offering and create even greater value for our members, guests and partners, says Roger Hofflander.*

GolfStar's board sees the appointment as an important step in the company's continued development. – We are very pleased to welcome Roger as CEO. His experience, leadership and strategic expertise are fully in line with our ambitions going forward. We are convinced that he will contribute to further strengthening GolfStar's position in Sweden, says Stefan Brikell, CEO of GolfStar Europe.

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**For more information, please contact:**

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**About GolfStar**

*GolfStar is Northern Europe's largest Multi Course Operator ( MCO), with a total of 30 golf courses and driving ranges spread across 26 of its own facilities in Stockholm, Gothenburg and Malmö, Finland and Spain.*

**Image Attachments**

[Roger Hofflander GolfStar Sverige AB](#)