

Stefan Brikell appointed new CEO of GolfStar Europe

Caddies Group has appointed Stefan Brikell as the new CEO of GolfStar Europe. With over 30 years of experience in the golf, travel and hospitality industries, he now takes the next step in his GolfStar journey – with the mission of driving the company's continued expansion into the European market.

– *"Stefan has a unique combination of deep industry knowledge, experience navigating both growth and challenging market conditions, and a strong focus on customer experience, making him ideal to lead GolfStar Europe into its next phase of development. His commercial acumen, digital skills and proven leadership will play a key role in strengthening our market position in the Nordics and the rest of Europe,"* says Tony Trigell, CEO of Caddies Group.

Stefan Brikell most recently served as GolfStars Loyalty Manager and CEO of GolfStar Spain. Since 2012, he has been a central force in strengthening the brand, driving the digitalization of member communication and developing loyalty programs. He has extensive experience in the travel and event industry and has had operational responsibility for several successful golf facilities in both Sweden and Europe.

– *"It is with great humility and enthusiasm that I take on the role of CEO of GolfStar Europe. Golf faces both opportunities and challenges, and I really look forward to working with our fantastic teams in Sweden, Finland and Spain to create growth and to further develop GolfStar into Europe's most attractive golf operator for both golf course owners and golfers,"* says Stefan Brikell.

GolfStar is today one of Europe's largest players in golf operations, with a growing number of courses and facilities in several countries. With flexible memberships, high service levels and innovative digital solutions, GolfStar makes golf easier, more fun and more accessible for tens of thousands of members.

For more information, please contact:

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About GolfStar

GolfStar is owned by Caddies Europe AB and 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. With an annual revenue of SEK 190 million (2025) and over 50,000 members, GolfStar is a leading player in accessible, modern and sustainable golf in Europe.