

Brad Smith



**THE VALUE OF A NAME: Improving Sales and Service
Through Personalized Marketing**

Brad Smith is a 20-year member of the PGA of Canada and currently serves as a Sales Director for Golf Genius Software. Having spent 15 years in the green grass side of the golf industry, he grew fond of day-to-day tournament operations, staff management, golf shop retail operations and coaching. As a husband and father of two, he understands the challenges of achieving a work life balance within the industry. Brad currently sits on the board for the PGA of Canada - Ottawa Zone fulfilling the finance and website portfolios. Lastly, Brad is actively involved as a tournament director for the PLAY Junior Golf tour in Eastern Ontario, helping to introduce kids between ages 7-18 to golf in a lightly competitive, yet structured environment.