

## **Chris Reid**



### **Take Care of Your Course's Most Important Asset: Your Customer**

Chris Reid is the Vice President of Business Development for Players 1<sup>st</sup> in Canada, based in Aurora Ontario. Players 1<sup>st</sup> is based in Scottsdale, AZ. (North America) and Aarhus, Denmark (Europe). Players 1<sup>st</sup> is the global leader in Customer Experience Management (CxM) data analytics for the golf industry, with over 2000 clubs on board worldwide. In Canada, Players 1<sup>st</sup> works with NGCOA Canada, Golf Canada, Golf Ontario, Golf BC and many other provincial golf associations, as well as ClubLink, Golf North Properties, TPC Toronto at Osprey Valley and the Windmill Golf Group.

Chris has enjoyed a long career in software and advanced analytics with companies such as Honeywell, ANSYS, and Rodan Energy/Energent. Chris has been an avid golfer all of his life and was a member at the York Downs Golf and Country Club for over 50 years.”