

## NEW EGA GENERAL SECRETARY



The European Golf Association is pleased to announce the appointment of **Michael Thannhäuser** as General Secretary from 1 March 2021.

Michael, 42, was born in Hamburg, Germany. He graduated from the University of Cologne in 2005 in Economics, majoring in Sports and Media.

Over the past fifteen years, Michael has acquired extensive experience in an international sports and media environment, working with a variety of sport federations and media outlets.

Being part of the Sportfive/Lagardère group for more than 10 years, one of Michael's key roles involved the sale of the 2014 and 2016 Olympic Games media rights in over twenty European countries, in close collaboration with the IOC. More recently, with Sport Trade Marketing International, Michael was responsible for several brand categories, acting as an intermediary between brand and retailers.

As a golfer, Michael plays for his home club, Hamburger GC Falkenstein. A former German amateur champion, Michael represented Germany in six European Team Championships at boy, youth and amateur level and in three World Amateur Team Championships. Michael also played for the Continent of Europe in the 1994 Jacques Légli Trophy match and in the 1998 and 2000 St Andrews Trophy matches.

Michael lives in Geneva with his wife Anne-Catherine and their two-year old daughter.

Haukur Örn Birgisson, President of the European Golf Association, said:

*«We are delighted to welcome Michael who combines a strong business experience in brand management and sports and media rights marketing with an impressive career as an international golfer. We look forward to his experience and skills benefiting the EGA and its entire membership.»*

Michael Thannhäuser said:

*«I am enthusiastic about joining the team in Epalinges and working for the EGA to implement its strategy and enhance the excellent work done over many years in promoting and developing championship golf across the whole of Europe. I am looking forward to meeting the EGA members and partners and to working with all the committees.»*