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## Sherriff Amenity

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## WHAT'S YOUR NUMBER?



**Name:** Joanne Hooper

**Position:** Sales and Marketing Co-ordinator

**Company:** OptimizeGolf

**How long have you been in the industry?**

"I joined OptimizeGolf in July '06. This is my first role specifically within the golf industry."

**How did you get into it?**

"My experience is in marketing communications but I've always had a passion for golf, encouraged by a competitive husband, dad and brother. OptimizeGolf were recruiting for sales & marketing staff, I applied out of curiosity. After my interview, I was so excited about the opportunity to work in such an innovate industry, I wouldn't go away until they hired me!"

**What other jobs have you done?**

"I've been in marketing for 10 years."

**What do you like about your current job?**

"This last year's been a huge learning curve for me, it's been thrilling to learn about golf course management, greenkeeping, surveying techniques and the 'behind the scenes' industry that is busy ensuring the wellbeing of our golf courses. Last year I was lucky enough to stroll around The Old Course with Ernie Els and Vijay Singh at the Alfred Dunhill Links Championship, using our Shotmiser device to record their shots – and they call this work!"

**What changes have you seen during your time in the industry?**

"The need for courses to get as much out of surveys as possible. In the past GPS surveys have been conducted for one specific purpose or because a course thought it should 'have a survey done' which ends up stored away due to its impractical size and limited use. As courses increasingly employ the services of irrigation consultants and architects, they require detailed course data that can be used for all these purposes, as well as being a valuable information source for themselves."

**What do you do in your spare time?**

"Try to improve my awful swing!"

**Where do you see yourself in 10 years time?**

"I've already informed the boss I will be International Director of Sales & Marketing, after helping OptimizeGolf to achieve worldwide success!"

**Who do you consider to be your best friends in the industry?**

"I've been surprised by how friendly this industry is. We exhibited at Harrogate and Anaheim, the atmosphere was so sociable with everyone networking. I'm looking forward to Harrogate Week 2008 and the GIS show."

**What do you consider to be your lucky number? "8"**

Pick a number "78"

**Joanne has picked Paul Johnson from Barenbrug**