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PREMIER PADEL CONTINUES STRENGTHENING SENIOR MANAGEMENT TEAM WITH DAVID SERRAHIMA APPOINTED GENERAL MANAGER

Premier Padel, the world's leading professional padel tour, today announced another senior appointment to its top management team with highly respected **David Serrahima** appointed as the **General Manager**.

Since the turn of the year – when Premier Padel became the single, unified global tour in professional padel – **Qatar Sports Investments** (QSI) has overhauled the tour's management team to take the project to the next and highest level. **David Serrahima** is one of the leading sports executives in Spain as Managing Director of **Octagon**, the acclaimed sports marketing agency. Serrahima will continue his position at Octagon, but take a principal role at Premier Padel to drive forward the project's next phase of growth.

Serrahima forms part of the new **Executive Committee of Premier Padel** – comprising Vice Chairman (and International Padel Federation President) **Luigi Carraro**; Premier Padel CEO and QSI senior executive **David Sugden**; Premier Padel's Commercial Director **Rob Mitchell** and Premier Padel General Manager **David Serrahima**. Serrahima will be responsible for the overall delivery of the 25-tournament tour, which now spans 17 countries worldwide; while driving forward the strategy of the project with a particular focus on promoters, players, the international match calendar, innovation, people, culture and brand.

The Premier Padel Executive Committee presented the new management team and ambitions of the Premier Padel project to nearly 200 players yesterday at the **Foro Italico**, the spectacular venue of the **BNL Italy Major Premier Padel** taking place this week.

Also announced to the players in Rome yesterday was the additional appointment of **Alberto Bote** as **Editorial & Brand Manager** of Premier Padel, who will help evolve the editorial standards and brand narrative of the project across broadcast, media and partner activations.

Since the beginning of the year, Premier Padel – in partnership with the **International Padel Federation** – have overhauled the infrastructure of the tour, increasing overall permanent staff from 10 to over **45 people**, particularly in the sports area – with further hires to be announced shortly. **Qatar Airways** was last week announced as the tour's title sponsor, joining the likes of **Red Bull**, **Wilson**, **Bullpadel** and other leading global brands that are proud partners of one of the most exciting projects in sport.

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