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WALLACE TO OVERSEE ALL DAY-TO-DAY OPERATIONS FOR ALL COOL CLUBS LOCATIONS

**COOL CLUBS NAMES JEROD WALLACE GENERAL MANAGER**

**SCOTTSDALE, Ariz.** – Cool Clubs – the largest independent club fitting organization in the world – announced today Jerod Wallace was named general manager. Wallace will bring his 17 years of golf-industry experience to Cool Clubs’ headquarters located in Scottsdale, Arizona and will immediately assume responsibility for all day-to-day clubfitting, club building, shipping and booking functions for Cool Clubs franchise locations.

“We’re absolutely thrilled to have Jerod in his new position,” said Scott Foster, Cool Clubs director of operations. “His managerial expertise, golf equipment and fitting knowledge is unmatched and we’re looking forward to seeing his special skills in action.”

Wallace began his golf-industry career in Southern California as an assistant professional at Ojai Valley Inn & Spa before moving up the ranks to head golf professional. During his tenure at Ojai Valley, Wallace managed a teaching academy and junior golf school at the nearby Soule Park Golf Club where he taught junior players based on his experience playing professional mini tours throughout the country. Wallace joined Cool Clubs in 2010.

Wallace, who attended art school in California prior to entering the golf industry, also will bring his graphic design and computer animation skills to the Scottsdale location for use in sales, social media and marketing areas at Cool Clubs.

“I’m extremely excited to begin in my new position,” said Wallace. “Working with the team and living in one of golf’s most vibrant towns is something I will thoroughly enjoy. I’m looking forward to a great golf season in 2021.”

**About Cool Clubs**

Cool Clubs, based in Scottsdale, Arizona, is the largest independent clubfitting organization in the world. Cool Clubs is not affiliated with any club manufacturer, which means they fit their clients with the equipment that performs best for them. Cool Clubs fitters have been recognized by *Golf Digest* and *GOLF.com* as top clubfitters in the world. To Learn more, visit [www.coolclubs.com](http://www.coolclubs.com)