

Mizuno Strengthen Golf Team With Two New Appointments

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Japanese golf equipment manufacturer Mizuno have strengthened their business with two new appointments in different areas of their golf team.

Scott Hosie began work at the end of April as Golf Apparel and Soft Goods Manager to Mizuno's European Operation, while Jaco Pienaar began his role as Golf Technical Representative for Central UK at the start of May.

Born in Carnoustie and himself a scratch golfer, Hosie (43) joins the Mizuno team after spending over a decade running his own golf related businesses on the continent. Prior to starting with Mizuno, Hosie was Managing Director at TH Group, where he was responsible for the creation and start-up of three sports brands and 52 apparel lines selling across Europe.

Pienaar (34) joins the Mizuno team following a successful six year stint managing stores for Europe's number one golf retailer American Golf, most recently at their outlet in the 3Hammer Golf Complex in Wolverhampton.

"I'm delighted to welcome both Scott and Jaco on board with us here at Mizuno and with the knowledge and experience they both bring to different parts of the business am sure they'll prove huge assets for the Company," said Mizuno Head of UK & Nordic Golf, Rob Jackson.

"Golf apparel is integral to our business model and we're committed to driving it forward. Scott will work closely with the global team to develop Mizuno soft goods and apparel products to be manufactured and sold across European golf markets."

"With his experience in the golf and sportswear brand markets, his understanding of retail strategy, sales and distribution and his appreciation of the design and production of golf apparel, Scott was exactly what we were looking for and has already hit the ground running."

"Jaco will strengthen our Golf Technical Representative team, taking it from a two to a three man unit by covering central UK. This will give the North and South representatives smaller areas to cover, allowing them to take the Mizuno fitting experience to additional accounts, reaching more golfers, spending addition time with customers and providing a better overall service."

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