SwingMatch Golf Inc. — Press Kit

Media Contact

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About SwingMatch Golf

Founded in 2022 and headquartered in Edmonton, Alberta, Canada, SwingMatch Golf is a golf technology company helping teaching professionals and facilities attract new students, simplify administration, and grow their instruction businesses.

Unlike traditional lesson management software focused primarily on existing students, SwingMatch Golf combines a public instructor marketplace with online scheduling, payments, student management, and communication tools, connecting golfer discovery with paid lesson bookings.

SwingMatch Golf serves independent instructors and golf facilities through two primary offerings: SwingMatch Golf Pro and SwingMatch Golf Academy.

Products & Services

SwingMatch Golf Academy

A facility-focused platform that brings an entire teaching team together on one branded booking page. Golfers can browse academy coaches, purchase automatically tracked packages, submit paid lesson requests, and send messages.

Facilities can establish flexible revenue-sharing arrangements for individual instructors, with online payments automatically split between the facility and its teaching professionals.

SwingMatch Golf Academy is designed to help facilities grow and track instruction revenue while reducing the administrative work associated with managing their teaching programs.

SwingMatch Golf Pro

A business management platform designed for individual golf instructors. SwingMatch Golf Pro provides online scheduling, payment processing, lesson packages, student management, communication tools, and a public instructor marketplace where golfers can discover and book lessons.

Company Spokespersons



Chris Otto — CEO & Co-Founder

Chris leads sales and partnership development at SwingMatch, working directly with golf facilities, academies and industry partners. A part-time golf instructor himself, he understands firsthand the administrative work that comes with running a lesson program. Through ongoing customer discovery, he brings the problems coaches and facilities face back to the product team, and focuses on how SwingMatch helps them streamline scheduling, payments and day-to-day operations.

Available to discuss golf instruction, facility and academy partnerships, and streamlining instruction operations.



Nick Desanko — COO & Co-Founder

Nick leads product and operations at SwingMatch. He turns the problems coaches and facilities raise in customer discovery into product ideas and new features, shaping the roadmap around what instructors need. He also oversees digital marketing and supports customer success, helping coaches and academies get the most out of the platform.

Available to discuss product direction, digital marketing in golf instruction, customer success, and company operations.

Both founders can speak to SwingMatch's founding, growth and expansion into the United States.

Company Information

Company Name: SwingMatch Golf Inc.
Founded: 2022
Headquarters: Edmonton, Alberta, Canada
Industry: Golf Technology / Software
Products: SwingMatch Golf Pro, SwingMatch Golf Academy
Website: https://swingmatchgolf.com

Press Releases & Company Announcements

Official company announcements and press releases are available through SwingMatch's News page.

News & Announcements:
https://swingmatchgolf.com/news/

Media Resources

The following materials are available for editorial use:

- Company Logos: https://swingmatchgolf.com/press/#logos
- Founder Photographs: https://swingmatchgolf.com/press/#founder-photos
- Screenshots and Demonstrations: https://swingmatchgolf.com/press/#demo-videos
- Additional Product Information: https://swingmatchgolf.com/press/#products

For additional images, product information, or interview requests, please contact the media representative listed above.

Interviews & Product Demonstrations

SwingMatch Golf's founders are available for interviews regarding golf instruction technology, facility operations, and the company's growth and expansion.

Product demonstrations can also be arranged for media representatives interested in learning more about SwingMatch Golf Pro or SwingMatch Golf Academy.

Media Inquiries:
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