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Ramon Hilferink starts 2020 with a new position at Bowltech

Competitive Bowling Specialist

MADE, NL. - Ramon Hilferink, 26, will start 2020 in a brand new position within the Bowltech Group as Competitive Bowling Specialist.

Ramon has a notable background when it comes to bowling. Growing up in a bowling center in the Netherlands owned by his family since 1987, Ramon could bowl before he could walk. He started in his first league by the age of 4. Throughout the years, he has been a national champion 14 times in three different countries; the Netherlands, Germany and the US. He graduated Webber International University in 2017 with a Bachelor degree in Sport Management and afterwards received his Master degree in Sport Marketing & Sponsorship at the Johan Cruijff Institute in the Netherlands. During his time in college, Ramon received NAIA & NCBCA All American Award for three consecutive years. He is also an IBPSIA member, PBA member and a USBC Silver level coach. With his time on the lanes and coaching experience at the Kegel Training Center in Europe, Ramon has proven to be highly qualified.

“In today’s booming entertainment industry in Europe, sport bowling has been put under pressure. Europe is filling up with more and more family entertainment centers and many proprietors decide to transform their existing traditional center into a center that meets the requirements of today’s recreational bowler. Bowltech aspires to provide all the means, products and services for all business types in the bowling industry. Meaning, sport bowling will not be neglected. Bowltech has, for this reason, formulated a new position which purely gives focus on these types of centers. We believe this new role will fit Ramon like a glove.” – Hans Krol, CEO Bowltech Group.

Ramon has been working at Bowltech since 2018 in sales and is now ready to start as Bowltech’s Competitive Bowling Specialist. In this role, Ramon will share his knowledge with Pro Shops and Bowling Centers initially in the Benelux and Germany with an expectancy to expand throughout Europe. He will advise Pro Shops during personal visits as well as during training sessions and seminars. He also pursues to give Pre-IBPSIA and IBPSIA HOTS courses. For Bowling Centers, Ramon will be there to assist and advise in all aspects of lane maintenance, league software and coaching tools. To carry out his and Bowltech’s ambition even further, in 2020 Bowltech will build a brand new Pro Shop and training facility in the headquarters of Bowltech which will serve as the foundation of this new position.

About The Bowltech Group: The Bowltech Group is Europe’s leading distribution company in bowling products and with a large and growing project portfolio, therefore highly active in building and modernizing bowling centers. Bowltech is a dynamic and financially healthy organization and when it comes to bowling Bowltech is the only real “one-stop-shop” in Europe. The Bowltech Group has offices in the Netherlands, Belgium, Germany, United Kingdom, Sweden, Denmark, Norway and France along with a team of more than 70 dedicated employees to assist our customers and help spread Bowltech’s leading market position. www.bowltech.eu

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