

Topgolf Welcomes Former Starbucks COO to Board of Directors

DALLAS, March 29, 2017 /[PRNewswire](#)/ -- Global sports entertainment leader [Topgolf](#)® today announced former Starbucks COO Troy Alstead has joined its board of directors.

"Topgolf is a company to watch. I'm proud to support a brand that is not only delivering a remarkable social experience but also fostering an award-winning workplace culture and giving back to the communities it serves," Alstead said. "It is an honor to join this impressive lineup of board members, and I'm thrilled to play a part in Topgolf's story."

Alstead joins a highly respected board that includes Callaway Golf Company President and CEO Chip Brewer, Thomas Dundon of Dundon Capital Partners, and Providence Equity Partners Managing Directors Michael Dominguez and Scott Marimow. The board is led by Topgolf Entertainment Group Co-Chairman and CEO [Erik Anderson](#).

"Troy is joining the Topgolf team at a pivotal time of growth and brings an invaluable wealth of experience as it pertains to scaling a business for global expansion," said Anderson. "Troy is an outstanding asset to the company, and his addition to the board helps position Topgolf for continued strategic growth as a leader in sports entertainment."

Alstead spent 24 years with Starbucks Corporation, where he most recently served as the Chief Operating Officer and led the global operations of the business and its family of brands. He is the founder and president of Harbor O5, the developer of a new restaurant and social concept set to open later this year, and the founder of the Ocean5 Foundation, an organization focused on raising awareness and funding for the sustainability of the world's oceans.

Alstead received a Bachelor of Arts in business administration with a concentration in finance from the University of Washington. He additionally serves on the board of directors for Harley-Davidson, Inc. and Levi Strauss & Co.

About Topgolf

Topgolf inspires the connections that bring people together for unforgettable good times. Whether it's a date night, girls' night, family outing, happy hour, work breakfast, lunch hour or any other kind of hour, Topgolf makes socializing a sport – literally. Through the premium experience of Play, Food and Music, Topgolf is inspiring people of all ages and skill levels – even non-golfers – to come together for playful competition. Topgolf also brings interactive experiences to the community that facilitate shared moments and deep relationships through Topgolf U golf lessons, weekly leagues, The Topgolf Tour competition, KidZone parties, social and corporate team-building events, and the World Golf Tour (WGT) app. Each venue features high-tech, climate-controlled hitting bays for year-round comfort, delicious food and beverage, live events, music, hundreds of HDTVs and outstanding hospitality. With 31 venues entertaining 10.5 million Guests annually and the world's largest digital golf audience, Topgolf is creating the best times of your life both in-venue and online. To learn more about Topgolf, follow @Topgolf or visit www.topgolf.com.

Media Contact:

Adrienne Chance
Director of Corporate Communications, Topgolf
Ph: (214) 501-5025
E-mail: press@topgolf.com

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