

Winfield Award Press Release

## TennisAppSuite Wins TBD Wingfield Innovation 2021 Award

FOR IMMEDIATE RELEASE

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**TennisAppSuite NAMED BEST TENNIS ORGANIZATIONS SOFTWARE  
BY THE TBD TENNIS INNOVATION CONFERENCE & WORLD EXPO 2021**

Santa Barbara, CA —January 1, 2022 – TennisAppSuite LLC, with organization team members, tennis and technology experts networking together from multiple countries including the USA, Ireland, Colombia, Spain, England, Canada, Panama, Mexico, Germany & Italy, announced today that in its capacity as Official TBD Partner of the first TBD TENNIS INNOVATION CONFERENCE & WORLD EXPO 2021, organized successfully by TennisONE and Segal Institute, featuring main speakers from 29 countries and participants from 64 countries, Bringing Innovation to Tennis for first time in Tennis History, has been chosen in the TBD category of Tennis App / Software for Tennis Organizations as the winner of the inaugural tennis industry **TBD WINGFIELD TENNIS INNOVATION AWARD 2021**



TennisAppSuite CoFounders, Cesar O Andrade and Olga Lucia Ortiz-Andrade attending the online awards ceremony

### About the Major W. Wingfield Award

The prestigious tennis industry tech award was bestowed after an extensive evaluation process by the TBD WTIA Jury comprised of world tennis industry experts led by **Fernando Segal** International Tennis Leader, TBD Talks Host, GPTCA Award "Tennis Coach of the Year 2021", master teacher, known globally for his philosophical concepts about game development and participation growth. Author of tennis books, hundreds of articles, tutorials, articles and tennis videos inspiring thousands of coaches worldwide; **Kristin Geer** CEO Bleacher LLC and TennisONE, last week in London successfully garnered Sports Pro OTT Silver Award for Innovation of the Year; **Carlos Salum** CEO Salum International Resources, Leadership Performance Strategist, Consultant to global billion dollar organizations, author, keynote speaker, film producer with 360 PowWow Sports inspirational sports films for young adults, radio and television commentator and playwright.

In presenting the award, **Fernando Segal** said "with this TBD Award we celebrate **Major W. Wingfield** our sport founder, who was a visionary, entrepreneur, innovator, and inspiring mind who has been the source for the

transformation of millions of people who have played and play tennis in the world as it is today. We want to bring back that spirit in tennis, precisely rewarding companies like TennisAppSuite which is bringing new innovations for better development of our sport”.

“TennisAppSuite has set the standard for innovation and creativity in addressing the rather complex and interdependent processes of organizing tennis events, providing player access to each other and improving the outreach and profitability of clubs and tennis communities everywhere,” said **Kristin Geer, CEO of TennisONE** “This award is a testament to the skill, ingenuity, and vision of its creators at TennisAppSuite.”

**Cesar O Andrade, CEO TennisAppSuite LLC** receiving the historic award remarked, “It is with great gratitude and appreciation for the work of the entire TennisAppSuite Team and its partners and Board of Advisors that I thank the TennisONE and Segal Institute RBD Leadership Team for giving us the distinction of receiving the TBD WINGFIELD TENNIS INNOVATION AWARD 2021 in the category of the best software app for tennis organizations, we view this award as an inspiration to continue our mission of applying innovative software technology solutions to the challenges facing racquet sport organizations and players everywhere. I should also mention that embedded in our business model, is a passion for sharing the sport of tennis with underserved tennis communities worldwide, our TennisForHumanity™ foundation is partly financed by TennisAppSuite LLC revenues.”

#### **ABOUT TennisAppSuite LLC**

The TennisAppSuite LLC organization team members, tennis and technology experts network together from multiple countries to create and support its SaaS product TennisAppSuite®; the all-in-one mobile app suite used to digitalize and integrate processes and transactions involved in the sport of tennis worldwide including court reservations, lesson bookings, ladders, league and tournament management, social/challenge matchups, pro-shop eCommerce purchases, plus provider brand and services monetization capabilities.

TennisAppSuite® serves the power for TENNIS PLAYER to share in local clubs and digital tennis communities where they become visible and accessible to each other as well as multiple tennis providers locally or wherever they may be by GPS, resulting in exponential participation increase in matches & events, to times and frequencies unthinkable without its game changing SaaS integrated technology. TennisAppSuite® also delivers to TENNIS PROVIDERS, at their fingertips, the power to monetize their brand, multiply tennis client services and income, to levels and frequencies unthinkable without TappS® digital assistant. TennisAppSuite® is multilingual ... available worldwide!

Website: [TennisAppSuite.com](https://www.tennisappsuite.com)

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