

## **Ben van Rensburg**

Born 6 September 1977

Matriculated 1996

Studied Sport Administration and Marketing at PE Technikon '97 – '99

Qualified as Full PGA Member 2005

Sunshine Tour Card 2007

My second love to golf was always IT and Gadgets. People know you as the Golf Pro because of your history and qualifications.

After playing and teaching the game in South Africa, In 2009 I decided to go and work in Europe and ended up in Slovakia. It was an amazing experience and the timing was perfect as they qualified for the 2010 Soccer World Cup in South Africa. The interest in South Africa was big, but they only knew that we have animals and crime.

I was frustrated with this and decided to come back and promote the South African Golf Industry online.

Social Media just started at the time and thought the timing was perfect to get the golf industry going online and on Social Media.

In **May 2011**, I hosted a series of talks and workshops for local business owners in Stellenbosch regarding Social Media and how it can help your business.

The requests for HELP from people who attended was overwhelming.

**It turned out that Local Business Owners don't have the TIME, STAFF or KNOWLEDGE on how to manage all their online platforms.**

Local Business owners started to outsource the management of their Social Media accounts and the rest is history.

Today Modern Web Presence is a full digital agency with a comprehensive service offering with 350+ clients across the globe.

Many thanks for this wonderful nomination! I am very fortunate and blessed and still a proud PGA Member!

