



News release

16 January 2025

Rain Bird appoints Alastair Higgs as International Sales Manager for Golf

Alastair Higgs, well known in the golf industry, will now lead the international golf team supporting Rain Bird customers and developing Rain Bird's golf sales and market share across Europe, North Africa and Central Asia.

Beginning his career as a greenkeeper at Calcot Park Golf Club in 2000, Alastair joined American Golf UK in 2004 before becoming Head Greenkeeper at Donnington Valley Golf Club and then Course Manager at Windlesham Golf Club. Joining Rain Bird in 2016 as a Golf Sales Specialist, he became Golf District Manager for the UK, Ireland and Iceland in 2018, and in 2021 moved to France, taking on a new role outside the golf business as Service Manager for Europe, Middle East, Africa and India.

Alastair comments,

"Taking up an international role for Rain Bird Golf is an exciting challenge for me and one I'm looking forward to immensely. Given the impact of climate change, sustainability is crucial for the golf industry. Being prepared to maintain peak course conditions with potentially fewer resources and more regulation will be ever more important.

With Rain Bird's proven technologies and global service levels, we offer the most innovative approaches to course irrigation, supporting our customers and partners to improve playing conditions and be sustainable.

Clubs considering their irrigation requirements either today or for years to come can benefit from a winning combination of experience and dedication from our talented Rain Bird team and valuable distribution partners. This is a great time for me to re-join the golf industry and impact on its development."

Stuart Hackwell, Director of Rain Bird's Golf Division comments,

"I am excited to have Alastair in this leadership role for Rain Bird Golf in Europe. Alastair's extensive experience as a user, salesperson and service manager makes him uniquely qualified to lead this team. He shares Rain Bird's belief of the importance of being a trusted partner for the golf industry."

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Image caption: Alastair Higgs, Rain Bird Golf

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Alastair will be available for media interviews at BTME 2025. Please contact press contacts Ellie Parry and Helen Willson at Forte Marketing & Public Relations to arrange. Tel: 07870 164496. Email: ellie@fortemarketing.co.uk / helen@fortemarketing.co.uk



Notes to Editors

About Rain Bird

We create irrigation technology that shapes the way your future grows. Founded in 1933, our 4,000+ products sustain life's essentials and support your green spaces, guided by a commitment to the Intelligent Use of Water™. We draw on nearly a century of expertise to serve a wide variety of industries, blending natural design and human ingenuity to make water work for everyone.

Nurturing the world's green spaces is a big responsibility. And at Rain Bird, it's only a small part of how we're growing a better future. We're innovating to stay ahead of the challenges faced by both our customers and our planet, designing and manufacturing products that will shape the future of irrigation. Our global team has more than 450 patents to its name already, and we can't wait to share what's next.

At Rain Bird, our approach to sustainability is grounded in our commitment to the Intelligent Use of Water™. It's a philosophy that influences everything from product to partnerships, starting with smart engineering that ensures we use water as efficiently as possible. It also shapes our approach to education and services, all driven by the pursuit of near- and long-term water conservation goals.

Rain Bird's new CirrusPRO™ software is transforming the way irrigation is managed. Designed around the mobile user, it puts full functionality of the entire system at the user's fingertips, whatever their location. With powerful new features and a completely customisable interface, it removes all limitations and delivers a whole new level of control.

An Irrigation Partner for Golf

Rain Bird technologies coupled with a dedicated Rain Bird European team, provide unique support for the European golf irrigation market. Our skilled golf sector staff work in close partnership with architects, specifiers, club owners, club and course managers and a trusted network of contractors and valuable distributor partners delivering new systems, extensions and upgrades.

Drawing on the wealth of technical expertise within Rain Bird's European team ensures every system is future-proof, sustainable and delivers the best solution for the customer.

www.rainbird.com/golf