



International Pickleball Federation
New Executive Vice President, International Tournament Certification

Chevy Chase, Maryland, USA – October 25, 2023 – The International Pickleball Federation (IPF) is proud to announce the appointment of **Mr. Adnan El Guennoui** as the **Executive Vice President, International Tournament Certification** for the IPF.

Mr. El Guennoui is a mobile/web developer that works closely with generative AI. He founded Pickleball Verdun in Montreal, Canada, a community group committed to promoting and nurturing pickleball. Communicating in four languages (English, French, Spanish, Arabic) and with a multicultural background, his passion lies in uniting individuals through physical activities and fostering healthy habits through the promotion of sports.

As the **EVP, International Tournament Certification** for the IPF, Mr. El Guennoui will be responsible for the certification of all international pickleball competitions and events. He will also evaluate, recommend, and maintain the pickleball player evaluation and rating system that will be used to track the performance rating of recreational, amateur, and professional players.

The Board of Directors welcomes Mr. El Guennoui to the Executive Committee of the Federation.

Title: Karen Long, Secretary

Email address: secretary@theipf.org