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## **Sunrise Courts Appoints Ben Oliner as Director of Sales and Business Development**



WARSAW, New York (July 24, 2024—For Immediate Release)—Sunrise Courts, the premier manufacturer of American-made squash courts, is excited to announce the recent hiring of Benjamin Oliner as its Director of Sales and Business Development. The strategic hire marks a significant step in Sunrise Courts' mission to enhance community access to high-quality squash facilities across the United States.

Ben, who also serves as the Director of Squash at The Spence School, played #1 at Brown University for all four years of his college career. He also played professionally for three years on the Professional Squash Association (PSA) tour, while coaching, and he also [once won a stairclimbing race up the Empire State Building](#).

Ben brings to Sunrise Courts a wealth of experience in sales strategy and business development, honed over years of dedicated service in competitive spaces. His proven track record of fostering strong client relationships, along with his strategic approach to sales and market expansion, aligns perfectly with Sunrise Courts' commitment to excellence and growth.

As the only U.S.-based squash court manufacturer that designs, produces, and installs courts with materials sourced and crafted within the country, Sunrise Courts has set a precedent for quality and sustainability in the sports facility sector. Benjamin's role will involve leveraging this unique market position to forge new partnerships and broaden the company's reach, ensuring more communities can benefit from the top-tier squash courts Sunrise Courts provides.

Ben said: "I am thrilled to be joining a company that not only leads the industry in quality and innovation but also places a huge emphasis on community and the growth of squash in America. Sunrise Courts has a

fantastic product and an even better team. I am ready to hit the ground running and help take Sunrise to new heights.”

Jordan Aldrich, founder and president of Sunrise Courts, also expressed his enthusiasm for Benjamin’s arrival: “Bringing Benjamin on board is a key part of our strategy to expand our presence and continue to serve our clients with unmatched dedication and a hands-on approach. His energy, vision, and expertise in sales are exactly what we need to move forward in our mission.”

Ben can be reached at [benjamin@sunrisecreations.net](mailto:benjamin@sunrisecreations.net).

### **About Sunrise Courts:**

Sunrise Courts is the only squash court manufacturer based in the U.S. that designs, makes, and installs courts with all-American craftsmanship. Located in Warsaw, New York, the company prides itself on creating premium squash courts that enhance the performance and experience for players. With a commitment to quality and community, Sunrise Courts aims to grow squash across America, one court at a time.

<https://sunrise-courts.com/>