

## Roger Stadler



**Roger Stadler**  
Founder / Chief Ideas Officer

*«Golf is a fascinating game which is best played with a light heart, good friends and continuous improvement.»*

**A founder, an inventor, and a visionary with carbon at the core of his DNA and golf in his heart. He is determined to bring back the true spirit of the sport of golf and free the game from its constraints.**

„What is the ideal set to simply have fun?“ An analysis of playing situations allowed Roger Stadler and his team to develop an optimal flow from the tee to the green. Carbon was the only material considered for implementing the clubs and forms the foundation for Golfyr’s seven golf clubs. The realization of this innovative lifestyle product was the result of close collaboration by an interdisciplinary team. The goal was to create a completely new golf experience focused on fun and joy. Instead of dealing with the cumbersome club selection, the focus is now on the actual gameplay with ease and enjoyment.

- Founding of Golfyr AG (2019)
- Kicking off the Idea of Golfyr Clubs (2011)
- Group CEO of icotec AG (international medtec Company)
- Master in Materials Science, ETH, Zurich