

Tari Cash, Founder & CEO, CitySwing LLC

Tari Cash is the Founder & CEO of CitySwing, a unique golf brand that's making golf fun and convenient for everyone. CitySwing is reimagining how people play golf, where they play, and most importantly who is playing by helping to drive diversity and inclusivity in the industry.

Prior to founding CitySwing, Tari has worked for dynamic entrepreneurs and startup companies including Penske Automotive Group, Tesla Motors, Under Armour and Catalant Technologies. She began her career as a Financial Analyst at Citigroup and later managed Citibank Retail Branches in New York City. After receiving her MBA from Harvard Business School, she joined a General Manager program at Penske Automotive Group and was certified to own and operate car dealerships. In 2009, Tari joined Tesla Motors as the East Coast General Manager, and she was responsible for Sales, Marketing and Operations from Maine to Georgia. In 2013, Tari joined Under Armour (UA) where she worked closely with the CEO, Kevin Plank and helped the development of UA's Connected Fitness division, including the acquisitions of MapMyFitness, MyFitnessPal & Endomondo. Tari led strategy projects for Mr. Plank and was his speech writer for several years. In her final position before launching CitySwing, Tari was a General Manager at the startup Catalant Technologies. Catalant builds software that helps companies seamlessly align full-time employees and outside experts to complete strategic projects.

Tari has a BA from Trinity University in Hartford CT and an MBA from Harvard University in Boston MA. She currently serves on the Board of Directors for The National Links Trust and enjoys cooking and riding her Peloton bike.