

[Daniel Beeman](#)

From jumping out of a perfectly good aircraft as a US Army Airborne Paratrooper in Germany to diving more than 300 feet as a deep-water SCUBA Instructor in the Caribbean, Dan Beeman has shown remarkable range in his life pursuits: Author, Publisher, Producer, Pickleball Evangelist and Ambassador, Student/Educator, Motivational Speaker, Humanitarian, and Philosopher.

At 50, Beeman retired but didn't slow down. He returned to graduate school. He earned his Master of Hospitality degree from UNLV, where he wrote his final research paper on [The Implications of Pickleball for Resorts](#).

The research concludes that resorts and clubs that have tennis or basketball courts but do not add pickleball are not maximizing potential revenue or their asset value. They are also losing market share, group travel, and growth opportunities.

Beeman seized upon this knowledge and his background in driving new revenue through creative sponsorships, partnerships, and events by launching [Superlative Pickleball Travel and Resort Services](#), which owns the largest pickleball travel club in the world and Pickleball Travel Magazine.

He has personally introduced pickleball to hundreds of new players across several continents and is an avid, sponsored recreational player. Dan Beeman leveraged his successful sports marketing and hotel management career to develop the multifaceted pickleball travel business that provides [resort certification](#), consulting, and travel services, including [group pickleball trips](#) to certified all-inclusive resorts.

Widely regarded as the pickleball evangelist, scholar, and ambassador, he has been profiled in Pickleball Magazine and a panelist regarding pickleball travel and monetizing pickleball at several conferences including: <https://www.nationalpickleballexpo.com/> and <https://www.picklecon.com/>

His podcast and other media appearances can be found here: <https://superlativepickleball.net/>

In addition to [writing and publishing two books](#) during the global pandemic, he recently wrote an award-winning screenplay called *Superlative Pickleballs!* In it, the sport of pickleball offers redemption for two, broke, ex-tennis champs. Read more here about the script: <https://danbman.com/pickleballs-movies>

Before founding Superlative Pickleball, Beeman was CEO of Sponsorship Insights Group, Executive Director of Partnership Marketing for Caruso Affiliated, Vice President of Partnership Marketing for The Mills Corporation, VA, Vice President for Pier 39.

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