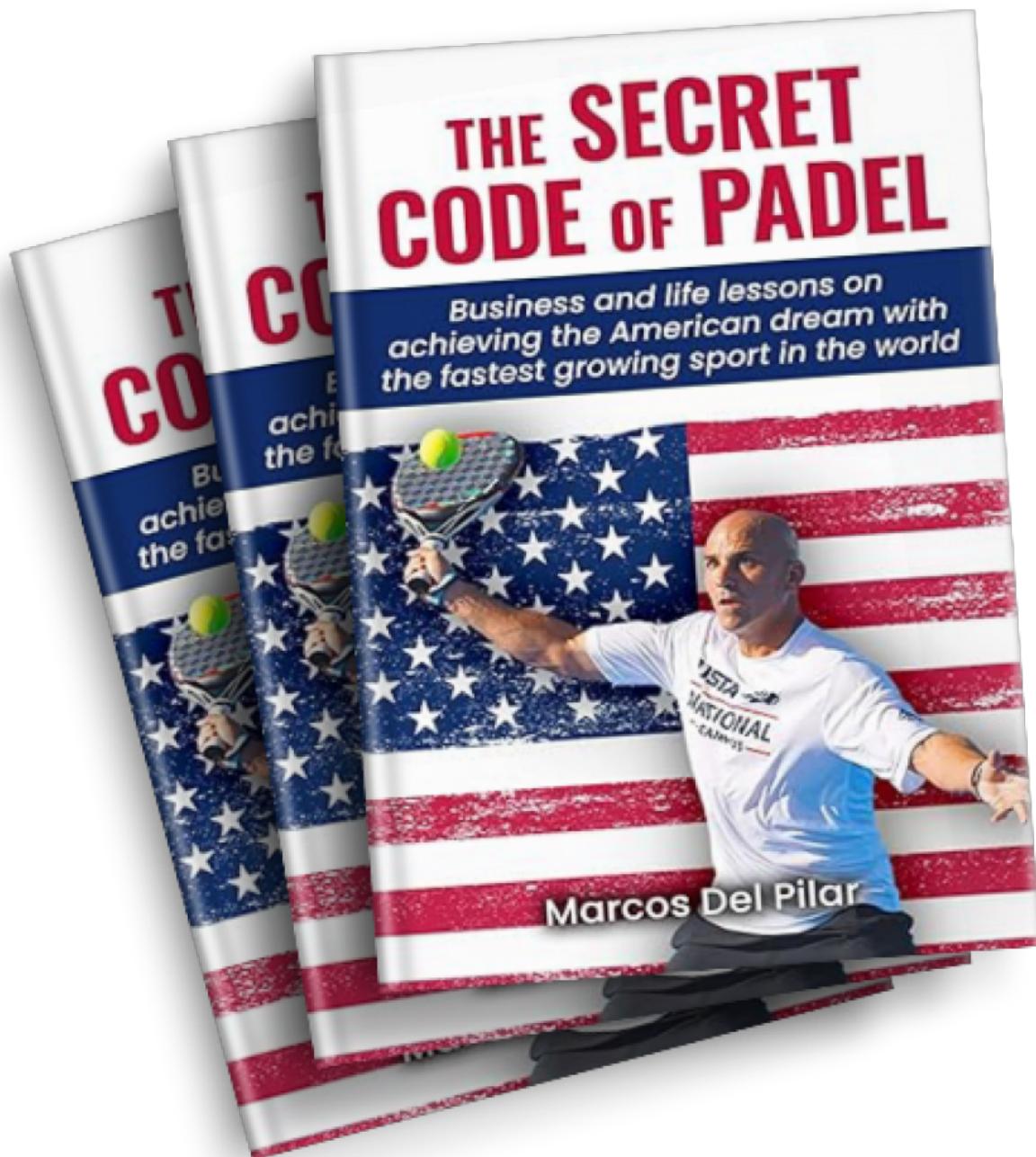


The Secret Code of Padel Is Out: How Marcos del Pilar Is Shaping the Global Rise of the World's Fastest-Growing Sport



Orlando, Florida Feb 13, 2026 (Issuewire.com) - Award-winning Global Padel Consultant and Senior Advisor Marcos del Pilar reveals leadership, business strategy, and mindset behind Padel's transformation into a global movement.

Padel is no longer just a sport. With explosive growth across Europe, Latin America, the Middle East, and now the United States, it has become one of the fastest-growing sports industries in the world, emerging as a cultural phenomenon, a powerful economic driver, and a new platform for human connection. At the center of this evolution stands Marcos del Pilar, widely known as “The Godfather of Padel in the USA” and internationally recognized as one of the most influential Global Padel Consultants and Advisors in the sport today. With the release of his best-selling book, *The Secret Code of Padel*, del Pilar offers the first authoritative, insider account of the systems, leadership principles, and long-term strategies that transformed Padel from a niche pastime into a scalable global ecosystem.

A Global Authority with a 360° Perspective

With more than 30 years of experience across every layer of the sport of Padel, del Pilar’s career spans elite competition, federation leadership, professional leagues, education, and high-level advisory work. He is a former President of the United States Padel Association (USPA), Co-founder and former CEO and Commissioner of the Pro Padel League, and a trusted Senior Advisor to venture capital firms, investment groups, federations, universities, and global brands.

International media have ranked him Top #3 among the “Top 50 Most Influential Persons in the New Padel World.”

“Believing in the vision before the world sees it is key,” says del Pilar.

“With decades in Padel leadership and senior advisory roles, I’ve seen Padel changing lives, communities, and entire economies.”

From Skepticism to a National Movement

When del Pilar first introduced his vision for Padel in the United States, the response was skepticism, low demand and exposure, empty courts, limited infrastructure, and hesitant investors. Rather than retreat, he applied a core Padel principle: Reset after every setback and play the next point with clarity, confidence, and determination.

That mindset became the foundation for building successful Padel companies, educational platforms, professional leagues, and a nationwide ecosystem that now fuels one of the fastest-growing sports markets in America.

About the Book

Inside The Secret Code of Padel

The Secret Code of Padel takes readers behind the scenes of that journey. Blending real-world experience with strategic insight, the book reveals:

- The blueprint for successfully growing Padel in emerging markets.
- The mindset required to overcome resistance and scale vision.
- Business and operational systems behind top-performing Padel facilities.
- Leadership principles that build communities, not just courts, while creating engagement, retention, and revenue generation.
- Life and business lessons drawn from building an industry from the ground up.

Written for entrepreneurs, investors, executives, athletes, and emerging leaders, the book positions Padel as both a business opportunity and a leadership laboratory.

“This book is not just about Padel and the sport,” del Pilar adds. “It’s a strategic roadmap for anyone looking to build something meaningful, scalable, and impactful.”

Why This Moment Matters Now

The U.S. Padel market is entering a defining expansion phase, with rapid court development, increased institutional investment, new professional competition formats, and growing international exposure and participation. Industry leaders like him believe the 2026 - 2027 window will determine Padel's long-term trajectory in America.

Through his Global Padel Consultancy and Professional Padel Coaching platforms, del Pilar continues to advise investors and train the next generation of Padel entrepreneurs, club operators, coaches, and leaders while shaping the foundation of what many expect to become a multi-billion-dollar industry.

Availability & Media Contact

Marcos del Pilar is available for interviews, consultancy, expert commentary, keynote appearances, and feature stories on the global rise of Padel, sports investment, leadership development, and entrepreneurship.

The Secret Code of Padel is available now: www.marcosdelpilar.com

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