



John E. Doe, PGA

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PROFILE

As one of the 4% of PGA Professionals certified in Golf Operations, my background includes a strong history of successfully managing club golf operations, delivering innovative programs designed to motivate players to play more golf, and recruiting new members to enjoy the club. Considered a capable leader in staff management and training for delivering a high level of service. Key skills include promoting member programs and handling challenging customer service situations.

PERFORMANCE BENCHMARKS

- **During tenure, increased merchandise sales by 32% while maintaining budgeted margin**
- **Introduced 16 new outside events averaging 110 players generating \$220,000 in revenues**
- **Reduced overhead by 12% through staff restructuring**
- **Renegotiated golf car fleet lease to save club \$43k**

PROFESSIONAL EXPERIENCE

1994-Present **XYZ COUNTRY CLUB, El Sobrante, CA**

Jack Nicklaus designed 36-hole upscale semi-private country club with 350 members playing 30,000 rounds annually. In 1996, course voted by Golf & Travel Magazine as "One of the Top Daily Fee Courses in America."

Head Golf Professional

1997-Present

Manage golf operations with an annual budget in excess of \$1.2 million.

- Exceeded revenue expectations by 25% in first two seasons
- Increased tournament participation 25% from 1999 to 2001
- Coordinated drive that led to a 20% increase in membership
- Implemented weekly staff meetings and training programs enhancing the club's high standard of customer service
- Expanded women's and junior golf clinic programs increasing participation 20% in 2003
- Increased annual rounds played by 20% from 1997 to present

Assistant Golf Professional

1994-1997

(Promoted to Head Professional within 3 years)

- Installed a POS system to more efficiently manage retail operations
- Assisted in staff training and development, increasing morale and customer service
- Coordinated and managed more than 25 annual corporate events generating revenues in excess of \$200,000
- Managed caddie program with over 35 active caddies
- Taught over 250 private lessons to players of all levels
- Assisted in monitoring and adjusting annual business plan

FORMAL EDUCATION

Bachelor of Arts – Concentration in Professional Golf Management
New Mexico State University (Las Cruces, New Mexico)

PROFESSIONAL EDUCATION

- PGA Certified Professional Program, 2012 (estimated study of 600 hours)
- USGA Rules of Golf Workshop, 2009
- PGA Teaching and Coaching Summit, 2006 and 2008
- PGA Golf Operations Management Seminar, 2010
- American Management Association Workshop, 2007
- Attend annual PGA Merchandise Show, Orlando, Florida
- Attend annual Northern California PGA Section meetings and seminars

PROFESSIONAL ACCOMPLISHMENTS

- Class A Member, Professional Golfers' Association of America
- Northern California Section PGA Merchandiser-of-the-Year, 2012
- Bay Area PGA Chapter Teacher of the Year, 2009
- Qualified for PGA National Club Professional Championship, 1998 and 2008
- 2nd Place Northern California Section PGA Championship, 2007

ACTIVITIES AND SERVICES

- Northern California PGA Section Board of Directors, 2010-present
- Coordinator of East Bay Junior Interclub Golf Association, 2004 - 2008
- Rules official at local and state golf tournaments
- Member of El Sobrante Rotary Club
- Have conducted 12+ golf clinics for local high school classes

ADDITIONAL SKILLS

- Accomplished in USGA Rules of Golf officiating
- Certified club fitter in 6 major brands
- Proficient in computer applications including POS, inventory control, accounting, handicaps, tournament programs, Excel, and Word

REFERENCES UPON REQUEST

“I have worked with Joe for 15 years at this facility and I know of no better golf professional. He is dedicated, knowledgeable, and passionate about the game of golf. His leadership skills are very evident in the training of his staff and service levels. He is an endless promoter of fun with the game too.”

Travis Longacre, PGA General Manager of XYZ Country Club



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REFERENCE PAGE

Mr. Frank Dithers, PGA

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Additional recommendations and an extended list of affiliations are available at:

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