

ANDREW SHEPPARD

PGA Professional | Golf Operations & Club Management

Queens Park, London, UK

T: +44 7493 172368 | E: andrewspga@gmail.com

PROFILE

PGA Professional with 20 years of international golf operations and club management experience across the UK, South Africa, Asia, and the USA. Proven success in competition and handicap administration, membership management, financial reconciliation, tournament delivery, and staff leadership. Skilled at driving operational efficiency, enhancing member engagement, and maintaining the highest standards of service. Experienced in both on-course and clubhouse operations.

KEY SKILLS

- Golf operations management & competition administration (Intelligent Golf, WHS, Golf Genius)
- Handicap & membership administration
- Financial reconciliation, P&L, and reporting
- Tournament & event management (club, county, corporate, opens)
- Team leadership, training, and development
- Member engagement, retention, and guest service
- Pro shop, retail, and buggy fleet management
- Strategic planning, marketing & communications
- PGA Professional (PGA of South Africa & Great Britain & Ireland Class A)

EDUCATION & CERTIFICATIONS

- PGA of Great Britain & Ireland Member | 2023
- PGA of South Africa | 2005
- B.Com Sport Management, Rand Afrikaans University, SA | 2002
- Child Protection in Sport Certification

- European Golf Teachers Federation, Scotland | 2005
- Digital Marketing Certificate, Google | 2023

PROFESSIONAL EXPERIENCE

Director of Golf Operations, The Inspiration Club

Mar 2025 Present

- Lead all golf operations including competitions, member services, pro shop, and buggy fleet.
- Plan and deliver tournaments and opens, producing financial reconciliations and P&L reports.
- Coordinate across course, F&B, and golf services staff for seamless event delivery.
- Maintain the highest standards in daily operations and guest/member experience.

General Manager & Head PGA Professional, Tempo Golf Club London

Feb 2024 Mar 2025

- Directed full operations of an indoor golf club, including finances, marketing, and membership growth.
- Increased memberships by 20% in the first quarter through engagement strategies.
- Introduced structured competitions and events for 500+ members.
- Supervised and developed a team of 15 staff.

Head PGA Professional, JD Golf Academy, Drayton Park Golf Course

Jun 2022 Jan 2024

- Oversaw competitions, handicaps, and pro shop operations.
- Boosted member retention by 25% with targeted engagement programmes.
- Delivered corporate days and events, generating a 20% revenue uplift.
- Mentored 100+ juniors through development pathways.

Golf Manager, Dainfern Country Club, Johannesburg, SA

Mar 2021 Apr 2022

- Administered competitions, tee sheets, and memberships for 1,200+ members.
- Organised tournaments for 500+ players annually, liaising with greens and F&B.
- Increased pro shop sales by 15% through improved merchandising.
- Produced monthly competition and financial reports.

Golf Director, Blue Valley Golf Estate, Centurion, SA

Jul 2018 Mar 2021

- Managed all golf operations, staff, and member services at a luxury estate.
- Delivered high-profile tournaments including presidential events.
- Produced financial reconciliations and reports for board review.

Earlier Career (2005 2017)

Senior PGA Instructor & Tournament Director (Malaysia, China, Singapore, USA); Sales & Operations Manager, The Golfers Club (South Africa); Head Teaching Professional, The Golf School of Excellence (South Africa); Resident Golf Professional, Benoni Country Club (South Africa); The Julian Krinsky School of Golf, USA

- Directed major tournament series including the Mercedes Trophy (20+ events annually).
- Organised international corporate and member golf events.
- Delivered elite coaching programmes and managed pro shops.

REFERENCES

- Chris Bentley LIV GOLF, VP, Managing Director EMEA | T: +27 83 776 7889
- Gabriel Parker Founder, Tempo Golf Club, London, UK | T: +44 79 3575 8376
- Pierre van Vuuren General Manager, Steyn City, South Africa | T: +27 79 180 5844 | E: gm@steyncity.co.za
- Steve Robertson Managing Director of Operations, Julian Krinsky Group, USA | E: steve@jkcp.com
- Michael Balderstone Managing Director, The Golf School of Excellence, SA | T: +27 82 448 0753 | E: michael@tgse-golf.com