

# Anthony Mark Moore

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## SUMMARY

An established PGA Professional & Director of Golf I have a personable manor and huge passion for teaching golf and retail along with expertise in driving operational, serviced team performance. I have a successful track record of adhering to KPIs across various metrics and demonstrates skills in facilitating a first-class customer experience in all aspects of golf. Acknowledged by staff and senior management alike during an extensive tenure with all positions within the golfing spectrum and for setting the precedent in performance.

## EXPERIENCE

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### *Royal Bay's Golf Club, **Head PGA Professional***

*Feb 2025 - Present*

- Led a team of PGA Academy Professionals to deliver a 5-star service, resulting in an increase in customer satisfaction and a growth in membership.
- Managed the day-to-day operations of a state-of-the-art 10 bay Trackman IO facility, ensuring efficient booking platforms and alignment with the business model.
- Developed and implemented marketing plans and KPIs, forecasting and reporting to owners, enhancing overall performance and achieving business objectives.

I lead and develop all coaching programmes catering for all levels of golfer.

### *Oulton Hall Golf & Resort, **Director of Golf / Head PGA Professional***

*Oct 2022 - Jan 2025*

My role as Director of Golf is to ensure the running of all golf operations within the Oulton Hall Golf & Leisure resort, I am also responsible for organising tournaments and promoting golf activities to encourage members and new potential members. This entails the running of the Custom fitting VIP suite and our 21 bay Trackman driving range, also the coordination of 3 teaching Professionals and all planning and tuition programmes for all standards of golfer including junior foundation golf, I also overlook our green keeping staff and have a large input in the maintenance of our 27 hole Golf course. Am also responsible for our Professional shop which includes shop stock levels and control of ordering and invoices, setting targets for staff to strive for, all staffing needs and general care and maintenance of our 24 strong buggy fleet. Another is to ensure all corporate and society golf days are run to the highest standard, social media and advertising is maintained and updated on a day to day basis. Setting monthly & yearly targets for my membership advisor along with driving retention and new members as well as introducing members tournaments and social events.

### *eGolf Megastore UAE Dubai / Muskat, Oman, **AAT PGA Professional / Head of Golf Academy***

*Sep 2021 - Sep 2022*

I had a number golfing duties which included the controlling of all budgets and forecasting and all golfing P&L and KPI's to ensure golfing revenue is maintained and profitable to the business. I was also responsible for all customer service training and retail training along with ensuring all custom fitting training and schedules were maintained. I also control all individual teaching and junior Academy operations along with custom fitting aspects, I also ensure the professional shop is appropriately stocked and maintained with regular stock takes, I ensured my staff were allowed to complete training courses which will help them within the golfing industry.

### *Aldwark Manor Golf & Spa, **AAT PGA Professional / Director of Golf***

*Jul 2017 - Aug 2021*

My roles and responsibilities include the complete control of all departments within the golfing spectrum at Aldwark Manor. Being a senior part of the management team I am responsible for completing GM duties which include regular DM walks and duty manager shifts when the GM is absent from the business, other golfing duties include the controlling all budgets and forecasting and all golfing P&L and KPI's to ensure golfing revenue is maintained and profitable to the club also the control of all golfing societies and corporate days along with all course maintenance and upgrades, another important area is membership retention and looking at ways to increase golf club membership numbers. I am also responsible for all customer service training and retail training, I also control all individual teaching and junior Academy operations along with custom fitting aspects, I also ensure the professional shop is appropriately stocked and maintained with regular stock takes, I also ensure my staff are allowed to complete training courses which will help them within the golfing industry.

### *Topgolf Watford, **AAT PGA Professional / American golf Retail Manager***

*Jan 2016 - Jun 2017*

My main duties are to manage and motivate the staff within the American-golf team, along with setting goals and sales targets to ensure targets are maintained also ensure all store KPIs and store presentation is of a high standard consistently. I also carry out training on custom fitting and brand training to ensure the team have all the tools they need to progress within the business, I am involved in teaching within the store using flight scope and GC2 systems along with helping with Golf shows American-golf are running on a yearly basis. HVSC and shrinkage is a key responsibility, along with planning regional meetings and introducing staff incentives to help drive the team and encourage better sales.

***Oulton Hall, Leeds. Q Hotels, AAT PGA Professional / Golf Operations Manager***

*Jan 2014 - Dec 2015*

My main role at Oulton Hall was Golf Operations Manager which included helping the Director of Golf run the entire golfing department this included running and organising tournaments and promoting golf activities to encourage members and new potential members. This entails the running of the Custom fitting suite and driving range, also the coordination of three teaching Professionals and all planning and tuition programmes for all standards of golfer including junior foundation golf, 27 hole Golf course and the day to day running of Professional shop which includes shop stock levels and control of ordering and invoices, setting targets for staff to strive for, all staffing needs and general care and maintenance of our 24 strong buggy fleet. Another is to ensure all corporate and society golf days are run to the highest standard, social media and advertising is maintained and updated on a day to day basics.

***Ufford Park Golf Club, PGA Advisor at Americangolf retail store***

*Mar 2012 - Jan 2014*

My duties consisted of selling all brands of golfing equipment, custom fitting, and club repairs, also ensuring stock levels are kept full and organisation of the store is kept to a high standard. Opening and closing of the store as well as being the PGA advisor to help and greet all customers to give them a professional service.

***Doctorgolf Academy, Ufford Park Golf Club, PGA Professional***

*Dec 2007 - Mar 2012*

***The Great Golf Company, Murcia, Spain, Senior Sales, EGTF Golf Professional***

*2006 - Dec 2007*

***Royal Golf De Campomar, Spain, Assistant Golf Professional***

*2003 - 2006*

## **EDUCATION**

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*Hodderm Primary School*

• 1982 - 1985

*Tideway Secondary School*

• 1985 - 1990

*University of Birmingham*

*PGA Foundation Degree • 2008 - 2011*

*University of Birmingham*

*PGA Director of Golf Diploma • 2018 - 2019*

## **SKILLS**

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Operational Management • Financial Management • Problem Solving & Operational Planning • Staff Training & Management • IT Skills • Interpersonal & Customer Service Skills