



BRIAN GIBSON
General Manager
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Career Synopsis

I am a Club Managers Association of Europe Diploma (CMDip) certified and accredited British PGA Advanced Golf Professional with extensive global experience. I have built a proficient knowledge of the industry through diverse roles in Thailand, China, and Saudi Arabia, excelling in customer service and delivering an exceptional guest experience while maintaining profitable operations.

As a catalyst for growth, I have pioneered success in operations management, tournament management, membership development, retail sales leadership, and marketing. Additionally, I have expertise in golf business development, digital marketing, and strategic planning for clubs. My career reflects a commitment to enhancing club performance and fostering thriving golf communities.

Career Objective

Seeking career advancement in the golf industry where my experience, leadership qualities, and skills can be utilised to further develop a premier golf destination. I aim to enhance operational success and elevate the member and guest experience.

Career Snapshot

Nov 2022 – Present	General Manager – Absolute Golf Services, Bangkok, Thailand <ul style="list-style-type: none">• <i>Blue Canyon Country Club, Phuket – General Manager July 25 – Present</i>• <i>Pineapple Valley Golf Club, Hua Hin – General Manager Oct 24 – July 25</i>• <i>Aquilla Golf & Country Club, Phang Nga - General Manager Nov 22 - Oct 24</i>
Mar 2020 – Nov 2022	Golf Operations Manager <i>Golf Saudi, Riyadh, KSA</i>
Mar 2019 – Jan 2020	Director of Golf <i>The Tradition, Chengdu, China</i>
Dec 2016 – Mar 2019	Director of Golf & Instruction <i>Jin Xiong Private Members Club, Suzhou, China</i>
Mar 2015 – Dec 2016	Head PGA Golf Professional <i>Drive Junior Golf Academy @ Jinji Lake International Golf Club, Suzhou, China</i>
Mar 2013 – Mar 2015	Director of Junior Development <i>White Ball Academy, Bangkok, Thailand</i>
Mar 2012 – Mar 2013	Golf Operations Manager <i>Chelsfield Lakes Golf Club, Kent, England</i>
Apr 2007 – Mar 2012	Trainee Professional/ Assistant Golf Operations Manager <i>The Carrick on Loch Lomond, Scotland, UK</i>

Occupational Profile

General Manager

Blue Canyon Country Club, Phuket, Thailand – July 2025 – Present

Key Highlights:

- Full responsibility for all club operations (budgeting & forecasting, strategy, sales, marketing, golf operations, F&B, maintenance, guest experience, training & retention, finance, golf course maintenance).
- 36-hole resort (Canyon Course & Lake's Course) – 250 guest golf carts
- 31 hotel rooms
- 20 condos
- Reporting directly to AGS Management and the club representatives
- Leading a team of 270 associates and 265 caddies
- Present the monthly P&L to the owning company representative

Reason for leaving: The company is currently unable to provide a work permit for a foreign national due to an ongoing internal legal case.

General Manager

Pineapple Valley Golf Club, Hua Hin, Thailand – October 2024 – July 2025

Key Highlights:

- Full responsibility for all club operations (budgeting & forecasting, strategy, sales, marketing, golf operations, F&B, maintenance, guest experience, training & retention, finance, golf course maintenance).
- Design and develop companywide staff training program
- Raise service standards – introduce 59 Club service excellence
- Reporting directly to AGS Management and the club representatives
- Leading a team of 110 associates and 200 caddies
- Present the monthly P&L to the company CEO

Notable Achievements:

- Delivered the highest net revenue total out of any Q1 since opening

General Manager

Aquella Golf & Country Club, Phang Nga, Thailand - November 2022 – October 2024

Key Highlights:

- Full responsibility for all club operations (budgeting & forecasting, strategy, sales, marketing, golf operations, F&B, maintenance, guest experience, training & retention, finance, golf course maintenance).
- Member entertainment – playing golf, planning & hosting member event
- Arrange inter club match with clubs such as Clearwater Bay in Hong Kong
- Responsible for all Golf Course Maintenance – subcontracting to Links Golf Services
- Reporting directly to AGS Management and the club representatives
- Leading a team of 65 associates, 40 agronomy operators and 75 caddies
- Analyse monthly P&L and present monthly to the owner's representatives

Notable Achievements:

- Grew YOY revenue in 2023 by 52%
- Increased annual rounds by 5,500 YOY
- Awarded Gold Flag Award from 59 Club Asia for Overall Golf Club Experience, other awards include Golf Retail Team of the year and Best Caddie Experience.

Golf Operations Manager

Mar 2020 – Nov 2022

Golf Saudi, Riyadh

Key Highlights:

- Leading an operation team of fifteen I played a major role working alongside senior management during the clubs 12-month renovation. Which included
- Design, build and opening of a new temporary clubhouse
- Full course enhancement and bunker renovation
- Financial procedures specific to the business P&L, Budgeting, forecasting
- Creating & implementing company SOPs
- Recruitment of staff
- Creating and launching membership packages
- Launching corporate golf activations
- Managing club tournaments and open competitions on behalf of The Saudi Golf Federation
- Improved guest journey and interaction with members & guests

Director of Golf

Mar 2019 – Jan 2020

The Tradition, Chengdu, China

Key Highlights:

- Leading the daily management of golf operations. (Golf shop, academy, range, on & off course services)
- Creating the club Junior Golf Academy
- Writing and implementing SOPs throughout the department
- Oversee the daily management of the 'city club' private members practice facility in the city centre
- Develop a high-performance and diverse team with the agenda to increase member experience
- Implemented an innovative membership strategy
- Reporting to the club General Manager

Reason for leaving: The club was forced to close during late 2019 due to government legislation and remains closed.

Director Of Golf & Instruction

Dec 2016 – Mar 2019

Jin Xiong Private Members Club, Suzhou, China

Key Highlights

- Reporting direct to the Chairman
- Design, build & opening of 2000sqm indoor golf centre for tuition and recreation
- Manage the daily use of private suit at Jinji Lake Golf Club for Jin Xiong members
- Leading the sales, marketing, coaching and administration team creating SOPs and setting KPIs

Notable Achievement:

Received PGA AA 'Advanced' status in recognition of my continued learning and demonstrating career progression in 2017.

Head PGA Professional Mar 2015 – Dec 2016

Drive Junior Golf Academy, Jinji Lake International Golf Club, Suzhou, China

Key Highlights

- Reporting direct to company CEO
- Created teaching curriculum and engaged with international schools
- Lead the golf academy team at Jinji Lake Golf Club
- Interaction with members and creating member events and competitions

Trainee Golf Professional / Assistant Golf Operations Manager Apr 2007 – Mar 2012

The Carrick on Loch Lomond, Scotland, UK

Key Highlights

- Completed PGA training, awarded membership to the PGA in 2012
- Supervise golf shop and outside operations team, responsible for financial reporting and stock control, staffing/ training. Conducted member competitions, responsible for match & handicap using CONGU

Key Competencies

- Golf Club Management
- Business Development
- Sales & Marketing
- Tournament Hosting and Delivery
- Negotiation
- Member & guest engagement
- Strategic Thinking & Execution
- Leadership
- Talent Development
- Profit & Loss
- Banqueting
- Complaint Handling

Qualifications

- Club Managers Association Europe (CMAE) Certified MDP1, MDP2, CM Diploma
- Class "AA" Advanced Member of the British PGA
- Foundation Degree – Professional Golf Studies
- Diploma – Sports Coaching & Development
- PGA Director of Golf – Working towards
- Titleist Performance Institute – Level 3 Junior certified

Computer Literacy

- Microsoft Office Applications (Word, Excel, PowerPoint, Outlook)
- Windows Operating System
- Concept Golf Management System
- Aspen Golf Management

Reference:

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