

CHARLES TETLOW

ADVANCED PGA PROFESSIONAL

GOLF DIRECTOR | EXPERT IN GOLF OPERATIONS | TEAM LEADERSHIP | DRIVING EXCEPTIONAL GOLF EXPERIENCE | MEMBER ENGAGEMENT | GOLF INSTRUCTION



PGA ADVANCED PROFESSIONAL

CONTACT

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Singapore

SKILLS

- Golf Operations
- Sales & Marketing
- Leadership
- Event Management
- Mentorship
- Golf Management
- Critical Thinking
- Analytical



PROFILE

I am a highly experienced and results-driven Director of Golf and Director of Instruction. I possess a strong leadership background in both managing golf operations, golf performance academy and creating exceptional golfing experiences for members, guests and students of the game. With a deep passion for the game, I am committed to fostering a welcoming and dynamic environment that promotes player development, engagement, and inclusivity.

I thrive on delivering exceptional value while maintaining strong relationships with members and stakeholders. A skilled communicator and motivator, I excel in leading diverse teams, building strong partnerships, and achieving organisational objectives. With a keen focus on performance, efficiency, and excellence, I continuously strive to elevate both the player experience and the overall success of the golf operation.



WORK EXPERIENCE

MST Group, Singapore

AUG 2025 - CURRENT

Contract

- Project lead from concept to launching The Golf Lab Academy within MST Group
- Strategic planning defining the vision and KPI metrics
- Act as primary form on contact between Country Manager and Stakeholders
- Oversee the procurement of equipment and technology
- Ensure compliance with governing bodies
- Establish day-to-day operational SOPs
- Brand and methodology ownership
- Align programs with modern performance principles
- Support marketing and brand positioning
- Ensure performance outcomes align with commercial goals

Jian Lake Blue Bay, China

FEB 2024 - JULY 2025

Director of Golf

- To oversee the day-to-day management of the golf operations at Jian Lake Blue Bay
- To delivering the strategy and vision for the future development of the facility as outlined by the GM and Chairman
- Direct all academy instruction programmes
- Design and implementation of the golf program at the prestigious FLA School
- Manage and monitor annual expenses in line with budget
- Event management - annual LPGA Blue Bay event and FLA Junior Open
- Create and execute marketing strategy to increase exposure
- Lead a team of 50+ individuals to maintain standards and procedures

Achievement: Increased Academy revenue 12% and Club Membership by 7% y-o-y

CERTIFICATIONS

- Promote Golf - Golf Course Management (Part 1)
- Sports Management Diploma
- NASM Golf Fitness Specialist
- PEAK Level 1
- Swing Catalyst Level 1
- Financial Management Certificate
- IYCA Youth Fitness Specialist
- TRX Personal Trainer
- TPI Golf Mechanic Level 2
- TPI Junior Level 2
- TPI Level 1

REFERENCE

John Xu

General Manager
Jian Lake Blue Bay

Phone: +86 18889866905

Ian Hayward

Head Golf Professional
Hoebridge Golf Centre

Phone: +44 1483 722611



WORK EXPERIENCE (CONTINUED)

GolfX, Singapore

MAY 2022 - FEB 2024

Director of Instruction & Operations Manager

- To oversee the day-to-day management of the golf operations at GOLFX
- To delivering the strategy and vision for the future development of the facility as outlined by the shareholders
- Direct the academy instruction programmes
- Accountable for all customer satisfaction
- Manage and monitor annual expenses in line with budget
- Manage custom fitting with quarterly and annual targets to achieve
- Create marketing strategy to increase multiple streams of revenue
- Lead and educate a team of 5 Golf Professionals and 7 Front of House/Operation Staff to maintain the highest standard
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- Achievements: Increased client database 27%, Increased revenue y-o-y 24%

De Vere Wokefield Estate, UK

AUG 2021 - MAY 2022

Head of Golf

- Manage and operate a successful retail space
- Overseeing budget, compliance and safety regulation
- Exceed the expectations of visitors and residential golfers
- Promoting golf coaching programs
- Establish marketing initiative for grow golf membership and visitors
- Hires, trains, and supervises golf professional and golf operation staff
- Conducts staff meetings with HOD staff to ensure facility goals, objectives and standards are being met

Achievements: 12% Membership growth from pre-covid levels

Cranleigh Golf & Country Club, UK

JUNE 2018 - APRIL 2020

Head PGA Golf Professional

Hoebridge Golf Centre, UK

AUG 2015 - JUNE 2018

Senior PGA Golf Professional

The Wynyard Club

OCT 2010 - MAY 2015

1st Assistant Golf Professional



EDUCATION

Sports & Exercise Science HE Diploma

Manchester Met University

2018 - 2023

PGA Golf Diploma

Birmingham University

2012 - 2016