

Daniel Gouws

Email: danielgouws14@gmail.com

Mobile:+27 (0) 73 195 2762

Date of Birth: 18th March 1982, Port Elizabeth , South Africa

Executive Summary

Business strategist specializing in the golf business, having experience in navigating organizational success, building teams of dedicated successful managers and employees, while providing a culture of support and motivation that delivers a successful operation. Hard working individual with the interpersonal skills to work within all levels of high quality Golf Clubs. Exceptional skills in developing and delivering high standards of service to club members and guests.

Personal Profile

Extremely proactive and hardworking - with recognized leadership and motivational skills. Proven change management methods, putting focus on people – satisfying both customer and staff experience to obtain and surpass results.

Business Connections

Chris Bentley – JCB Country Club (UK)

OB Barber – Morecorp Playmore Golf

Gary Player – Personal friend and mentor

Mark Hartness – The Pro Shop

Eddie Bullock- UK PGA, Eddie Bullock Recruitment

Damian Wrigley – GM at Mt Osmond Golf Club (AUS)

Key Strengths

- Financial Acumen
 - Budgeting and cost saving experience
 - Change Management
 - Strong Communicator
 - Team Development & Leadership
 - Stakeholder Management
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CAREER HISTORY

June 2024 – Current

Director of Golf:

Randpark Golf Club (Firethorn & Bushwillow)

- Recruited to take over the entire golf operation of both championship 18 hole courses
- Focus on improving the member and guest experience
- Responsible for directing all golf corporate days, member events and member golf days
- Required to entertain members on the golf course, play golf with various member groups and interact with members to create relationships
- Responsible for all budgets relating to the golf course, driving range and golf operation
- Management of the very successful double tear driving range, including a working relationship with the PGA professionals on site

- Constant management and training of all golf operations staff in order to deliver the championship golf course experience

March 2023 to May 2024

General Manager:

Pecanwood Golf & Country Estate

- Took operational responsibility for the delivery of the busiest season optimizing cost savings and generating additional revenue streams.
- Financial Management emphasis on cost control through all departments
- Lead a senior management team with six direct reports, direct report to the Board.
- Developed membership restructuring and introduced an alternative fee subscription model, to maximize yield,
- Leading a large team including , food & beverage , turf maintenance team , golf operations and internal administration
- Focus on developing hospitality service standards training /development.
- Administered all aspects of communication to the Board of Directors , including the production of the monthly reports and accounts, the staging, and the successful outcome of key resolutions.
- Developed and introduced a Code of Conduct for Members, which enabled the Disciplinary Panel to be more effective and protect the Club's reputation with internal stakeholders
- Structured key health & safety legislative accountabilities.
- Influenced and directed with senior food & beverage management , social community events for golf and non-golf related.
- Transformed the retail operations with significant growth.

November 2019 to February 2023

Goose Valley Golf Club:

Head PGA Golf Professional

- Led the development and implementation of all golf operations.
- Managed the retail operations.
- Delivered customer service strategy for the golf operations.
- Controlled all negotiations for golf days & events.
- Consistently increased the Club's membership activities.
- Implemented through new membership induction processes.
- Implemented structured coaching programmes

September 2015 - October 2018

General Manager:

The Belmont Golf Club

- Hired to deliver a strategic plan pre-opening and operational model.
- Responsible for the management of all staff
- Implemented SOPs / Admin / Audit /Service policies.
- Created membership models to align with the strategic plan.
- Communicating with the Board and Senior Executive leadership teams

April 2012 to September 2015

Golf Director:

Pezula Golf Estate , Knysna

- Control of golf operational management structure
- Developed membership relationship structure.
- Created long term relationships with tour operators.
- Improvements of the Member and Guest experience

EDUCATION & PERSONAL DEVELOPMENT EXPERINCE

2001 Golf Coach – Zurich, Switzerland

2002-2003 Golf Coach Philadelphia , USA - followed as senior caddie at Merion GC , Ardmore , PA

- also competed on Sunshine Tour

2003/04/05 Gained turf maintenance and food & beverage operational experience at The Buckinghamshire , private Golf & Country Estate ,West London, England

CURRENT MEMBERSHIPS

- ***South African PGA***
- ***Club Management Association of South Africa (CMASA)***

INTERESTS

- ***Fishing***
- ***Spending time in the bush***
- ***Family outings***
- ***Playing a new golf course***