



# JAMES LAY

## GOLF COACH

Dedicated golf coach with 38+ years in the sport, including assistant pro roles, international competition, and junior coaching. Passionate about holistic player development and experienced with modern golf tech (TrackMan, TopTracer). Strong communicator, team player, and mentor with a versatile background in coaching, business, and events.

## CONTACT

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🏠 Armanee Terrace, Damansara  
Perdana, Malaysia

## EDUCATION

**World Golf Teaching Federation  
Level 2 (2023)**

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1 Year PGA – Addington  
Palace Course and the Belfry  
(2002)

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10 GCSEs & 2 A Levels –  
King Edward VI School,  
Southampton

## OTHER SKILLS AND INTERESTS

- TrackMan, TopTracer, swing analysis tools
- Golf course architecture, global travel, fitness, youth mentorship
- Fluent in coaching tech, passionate about sports psychology

## GOLF EXPERIENCE

**Golf Coach**, Tropicana Golf Range ( St Joseph's  
International School, Petaling Jaya)

*August 2023 - present*

Delivering customised training to juniors and adults using modern tools and techniques (CCA) Coaching ages 6–18 with a focus on skill-building and confidence.

**Addington Palace Golf Club, UK**

*Assistant Professional (2002–2003)*

Supported lessons and pro shop operations while competing on PGA EuroPro & Sunshine Tours.

## OTHER PROFESSIONAL EXPERIENCE

**Director, Acceler Ltd. (2009–2022)**

Founded and led an IT recruitment firm serving clients like Bloomberg, Gousto and BetVictor.

**Real Estate & Sales Roles (1999–2009)**

Held senior sales and managerial positions at KFH, Chestertons, and Barnard Marcus, UK

**Restaurant Manager & Event Coordinator  
(1997–1999)**

Oversaw operations and coordinate private and corporate events.

**REFERENCES** AVAILABLE ON REQUEST