

Mark Budz

“It’s amazing what you can achieve when no one cares who gets the credit”

PROFILE

Throughout my career I have developed a wide range of transferable skills by taking on a variety of different challenges and businesses. I have a very **hands-on** approach and have a lot of experience working closely with all aspects of manufacturing sector, developing, and growing businesses is a passion of mine. I have recently regained my fully qualified PGA Professional status, and I am looking to get back into the golf industry, with over 30 years’ experience in professional sport and over 28 years’ experience in business. Completed the GCMA Principles of Golf Club Management in 2021 and attending GCMA refresher modules as required.

I am a very well rounded and knowledgeable person. I pride myself on my eye for detail and my positive, forward thinking democratic management style.

KEY SKILLS

- Communication and Negotiation
- Analytical skills
- Positive, forward thinker
- Leadership and Management
- Adaptability and problem solving
- Budgetary Control
- Human Resources and Training
- Health and Safety
- Asset Management
- Computer literate, MS Office, Excel, Word, ClubV1, IGS, working knowledge of Sage 50, Blue Golf, Salesforce
- Excellent time management
- Customer service
- Personal Management Style
- Bilingual – Fluent German

PROFESSIONAL EXPERIENCE

October 2024 to Present General Manager Wharton Park Golf & Country Club

I bring over 35 years of experience within the golf and hospitality industry, having most recently served as General Manager of Wharton Park Golf and Country Club—a role in which I was responsible for both golf operations and the management of an on-site hotel. I led a team of 38 staff, including five department heads, ensuring a high standard of service across all areas of the business.

Throughout my career, I have been deeply committed to operational excellence, team development, and creating first-class experiences for members and guests alike. As a long-standing member of The Professional Golfers’ Association, I take great pride in upholding the values and professionalism the sport demands, both on and off the course.

I am eager to contribute to the continued success of this resort by applying the leadership, strategic planning, and industry insight I’ve gained over the years. I look forward to working closely with each of you and supporting the growth and reputation of this outstanding facility.

My leadership is grounded in open communication and a hands-on approach, ensuring both operational efficiency and an environment where staff feel valued and empowered. I have consistently driven process improvements and implemented guest-focused initiatives that have resulted in increased member satisfaction and profitability. My ability to adapt to evolving industry challenges, alongside a commitment to professional development for myself and those I manage, has helped foster resilient, high-performing teams.

In addition to my experience in hospitality management, I have successfully collaborated with stakeholders at all levels, from owners and board members to front-line personnel and customers. I believe in transparent, accountable management, and have a proven track record of delivering results under pressure while maintaining a positive workplace culture.

This dedication to fostering a collaborative, agile workplace has also equipped me with the skills necessary to adapt seamlessly to new challenges—whether integrating emerging technologies or refining operational procedures for greater efficiency. I am passionate about cultivating a culture where innovation is encouraged and every team member has the opportunity to contribute meaningfully to shared goals. My approach balances strategic vision with meticulous attention to daily detail, ensuring that both long-term objectives and immediate priorities are addressed with equal care.

My approach is underpinned by a passion for continuous improvement and a drive to exceed expectations at every opportunity. Whether optimising operational processes, enhancing the guest journey, or building robust partnerships, I am motivated by a desire to deliver tangible, lasting value.

I am equally comfortable navigating the fast-paced demands of event and tournament management, where precision, adaptability, and clear communication are paramount. My hands-on leadership style and ability to align multidisciplinary teams have proven invaluable in high-stakes environments, contributing to the successful execution of complex projects under tight timelines.

My expertise extends beyond club and resort management to encompass event coordination and business operations in related sectors. This breadth of experience has enabled me to approach organizational challenges with versatility and a strategic mindset, whether overseeing daily operations or managing complex, time-sensitive projects.

Conduct monthly management meetings with the directors and produce the Management Report, Agenda and Minutes from the previous month. The report contains the following:

- Monthly Sales, profitability against current Budget and previous trading year comparison
- Aged Debtors
- Cash Flow
- Profit and Loss Account
- Asset Management
- Sales report with pipeline and major sales projects
- Staffing
- Administration and Stock Holding
- Website/Social Media and Marketing

March 2024 to Present 2024 The Professional Golfers Association (National Tournaments)

Working alongside the National Tournament Directors, Head of Tournaments, Referee's and Logistics to ensure that tournaments are delivered on time. Working with club volunteers to provide vital assistance at each tournament. Leaderboards are updated and kept live using radio technology with on course scorers. Events can last between two and five days with set up and breakdowns.

August 2020-August 2022 Sales Manager Labels Xpress

Appointed Sales Manager by its current directors to secure and develop nothing but new business with a focus on Plain Labels, Digital Labels and Gum Labels. Maintain a sales pipeline on quotes and enquires. Implement a plan to position Labels UK as a provider of thermal printers and thermal ribbon. Look at prospect list and to pursue lapsed accounts. Sales to date are nearing the 125k from a zero-account base and an extensive pipeline in progress.

The year-to-date figure had finished on £497k of total new business and a very healthy start to the new financial year

September 2016-July 2020 appointed UK Sales Manager Lexicraft Ltd

Appointed to head sales of a particular region at Lexicraft Ltd. To ensure the current accounts in a multitude of industries are maintained, grow current & new accounts and pursue new business. Looking after an additional two further sales staff, advising on technical issues such as substrate, adhesives and applications. Responsible for sales of a wide variety of labelling needs, thermal ribbons, thermal printers and maintenance. Sales to date are in the region of £630k and growing (New Business to date £225k). Tasked to rejuvenate multi nationals such as Flogas, WHSmith, Hozelock, Volvo Trucks, TVH Forklifts and making excellent progress.

September 2016-July 2020 appointed Sales Manager CS Labels

Main duties were to develop and grow sales from a field based role. This was a mixture of both new business development and a handful of existing account. A total digital printing company that was developing print into new areas. I was solely responsible for the digital heat transfers and had a number of key accounts that were looking to expand this printing method. Total sales for the year were £225k.

October 2006-December 2014 appointed Managing Director Secura Labels

Main duties were to develop and grow the business with a further £250k investment from shareholders for new machinery. I achieved record year on year double digit growth with record profitability during the most difficult times (2008), grew production staff from 4 to 8 and office staff from 3-6. I reported to the board with monthly management accounts. I carried out all aspects of management, total decision making,

taking full responsibility for the P&L and grew the business to the level that a further factory move was required in August 2014.

Main achievements:

- Grew the business from £980k in 2005 (loss making) to last year with a turnover of £2.2 million and an OP of £345k. Control of all raw material purchasing, maintaining contract renewals with major
- PLC's (Dairy Crest, Culina Logistics, Kellogg's and Claire's Accessories) in charge of production and office staff. Further investment to acquire two further presses via RGF and Lombard. Managed
- 16 staff and conducted all board meetings, reporting each month with management accounts, cashflow forecasting and yearly budgeting, with double digit growth year on year. Last factories move to 10,000 square foot facility. Identifying new markets to promote growth. Took the company out of invoicing discounting without the need for an overdraft facility.
- I took them from a small loss-making company to a business with higher than market norm profitability, with two factory moves and capital investment more than £650k.

August 2005-2006 Sales Director Secura Labels Ltd.

Main duties were to grow the business and report directly to the interim MD and main directors of the holding company. Responsibilities included key account management, all quotations and P&L accounts. Sourced, developed and produced a full ROI for the purchase of new capital equipment to the level of £250k. Grew the business so that a factory relocation was required in October 2006 and returned them to profitability.

1998-2005 Crown Labels Ltd Redditch Worcs. UK Sales Manager

Main duties were field based sales, to promote and develop mainly new accounts. Had full responsibility for costing and profit, sourcing raw materials and negotiating with raw material suppliers for maximum profit. I had the technical skills to combine the correct substrate, adhesive and thermal ribbons. This process involved identifying consumables and demonstrating capital equipment. I was responsible for the growth of the business from 600k to 1.6 million. Reported directly to the MD. Responsible for the acquisition of accounts such as Cadbury's, WHSmith, Hozelock and further development of existing accounts such as Worcester Bosch. Had double digit growth year on year.

1996-1998 VKF Renzel Redditch, Worcs.

Office based sales in POS and acrylics. Tasked to create and develop sales in the UK throughout a number of retail outlets. The head office was based in Germany and orders were relayed to them for delivery to the UK. I was able to utilize my German language skills, creating an excellent working professional relationship with head office staff.

1994-1996 Head Professional Bad Gleichenberg Golf Club Austria.

Ensure all golf standards were maintained, and members needs were catered for. Assisted club members tournaments and open competitions. Worked with board of directors to ensure revenue targets were met and attended trade shows for tourism. Assisted the Head Greenkeeper with certain aspects in particular course improvements

and pin positions. Ran golf clinics and represented the club at regional and national tournaments. Left with excellent working knowledge of the German Language.

1991-1994 Head Professional; Trentham Golf Club, Stoke-on-Trent.

Class A PGA Professional, responsible for the running of golf shop, ensuring it was fully stocked and employed two assistant professionals to help with the task. Aided the Handicaps and Comps Committee with the clubs competitions and open events.

Maintained the standard of golfers with lessons and groups lessons to all age's groups, both male and female. Attended trade shows to ensure the club was up on the latest trends in the industry. Represented club as a player at regional and national events. Playing in Pro-ams with members in multiple events.

1987-1991 Assistant Professional; Little Aston Golf Club, Sutton Coldfield

Assistant professional under the supervision of club Head Professional (John Anderson). Involved in all aspects of the shop and learning the trade in business management, Rules of Golf, Tournament Administration, golf tuition and club repairs. A three-year program of which I qualified at my first attempt. Winner of the 1991 Midlands Assistant's Order of Merit.

1983-1998 Professional Sport

Qualified member of The PGA and played professional ice hockey for Telford Tigers and Solihull Barons, also represented Team GB in the 1991 World Championships

QUALIFICATIONS AND TRAINING

2021 – GCMA Introduction to Golf Club Management

1987 – 2025 Qualified PGA Professional

1979 – 1982 Brandon University, Canada: Bachelor of Education

Fluent German Speaker

Counterbalance Forklift Truck license

HOBBIES AND INTERESTS

In my spare time I enjoy a wide variety of sports, both playing and watching. I am a family orientated person and enjoy spending time with my sons, whether that be park walks, cycling or a game of golf. I also enjoy cooking; I love trying new recipes and old family ones. One of my specialties is pierogi using an old family recipe from the Ukraine. I am also a keen collector of historical banknotes from around the world.

My diverse experiences, both on and off the field, have shaped my approach to teamwork, leadership, and problem-solving. These qualities, combined with a lifelong commitment to personal and professional growth, have allowed me to adapt quickly and thrive in dynamic environments. Whether managing high-pressure situations or fostering a positive community spirit, I bring energy, dedication, and an open mind to every challenge I take on.

References Available on Request