



Matthew Rea PGA Professional

PROFILE

PGA Qualified Professional and LGA Certified Instructor with global industry experience at prestigious golf training academies, hotel resort and leisure facilities, and membership golf clubs. Extensive experience in a coaching role, with skill in developing junior talent and participation. Comprehensive knowledge and understanding of UK golfing operations and retail; Coordination of corporate golfing events, accounts, and sales; Strong awareness of inclusivity and diversity in a golf setting.

QUALIFICATIONS

University of Birmingham, UK PGA Foundation Degree in Professional Golf (2012)
(Golf Coaching, Equipment Tech., Sports Science, Business Finance, Retail Management)

LANGUAGES

English and working knowledge of German

CAREER HISTORY

ST ANDREWS LINKS RETAIL at THE OLD COURSE SHOP, St Andrews, Scotland (2025 to present)

Sales Associate

- Deliver exceptional customer service while consistently achieving sales targets and contributing to an engaging store experience
- Contribute to the achievement of the sales budget by taking a proactive approach towards selling
- Participate in training sessions to ensure appropriate knowledge is gained in all retail disciplines
- Develop thorough product knowledge to identify specific features relevant to the visitor experience
- Maintaining good communications with all departments with confidence and consistency to deliver unique and memorable experiences for all customers and ensure high standards are always met

PRODIGY GOLF ACADEMY at GOLF GRAHA FAMILY DRIVING RANGE, Surabaya, Indonesia (2024-2025)

PGA Senior Golf Coach

- Collaborate with Academy Director in the running of golf tuition programmes
- Deliver premium golf lessons to members and visitors to the driving range
- Support the growth of existing client base and increase lesson revenue
- Planning and provision of junior, individual, and group tuition
- Provide coaching articles for Academy social media

REITER'S GOLF ACADEMY at REITER'S GOLF AND COUNTRY CLUB, Austria (2024-2024)

Senior Golf Coach

- Collaborated with Academy Director in the running of golf and academy operations
- Planning and provision of golf school, individual coaching, and group tuition (including families)
- Contribute to the running of the Golf Star Professional Shop
- Delivered premium golf lessons to members and visitors to the resort
- Supported growth of existing client base and increased lesson and custom-fitting revenue
- Developed my own client base for private and group instruction

EDGBASTON GOLF CLUB Birmingham, West Midlands (2021-2023)

Retail Manager

- Responsible for producing weekly and monthly financial and operational reports to the Director of Golf on sales achieved and budgeted sales
- Produce forecasts and budgets and key performance objectives including maximum stock holding, planning of delivered and pre-book stock, sales, and margin targets and open to buy projections
- Operate the day-to-day functions of the Professional Shop
- Standard Operating Procedures (SOP's) and Health and Safety processes in place and checked
- Exceed customer expectations and develop the customer journeys for custom fitting and golf days
- Manage and deliver co-ordinated sales, projects, and manufacturer campaigns throughout the year to increase sales and customer relationships

THE LEADBETTER GOLF ACADEMY at OXFORD GOLF RESORT, Pune, India (2019-2020)

LGA Senior Golf Coach

- Collaborated with Academy Director in the running of golf and academy operations
- Delivered instruction in line with LGA Instructor Certification (techniques and philosophies)
- Delivered premium golf lessons to members and visitors to the resort
- Supported growth of existing client base and increased lesson and custom-fitting revenue
- Mentoring of trainee LGA Instructor
- Provided coaching articles for print media (GolfPlus Junior Magazine)

THE LEADBETTER GOLF ACADEMY at CIPUTRA CLUB, Hanoi, Vietnam (2018-19)

LGA Senior Golf Coach (with Academy Management role)

- Development of collaborative business plan with the Vietnamese legal representative and Indonesian shareholders of LGA Vietnam to grow existing client base and increase tuition revenue and utilization rates
- Review of Academy performance to understand growth opportunities (coaching programs, lesson pricing, opening hours, and marketing strategies)
- Managed day-to-day scheduling and business operations
- Provided coaching articles for print media (Vietnam Golf Magazine), and filming content for VITV (National Television broadcaster of Vietnam)
- Negotiated new business relationships and secured sponsorship with commercial business and re-established connections with hardware suppliers: HONMA, PXG, Titleist, PING, Mizuno
- Planning and provision of junior golf camps, individual coaching, and group tuition
- Training and Mentoring of LGA instructor (trainee), and two Vietnamese interpreters
- Worked closely with LGA Headquarters (USA) to ensure consistency of brand standards and brand identity

ELTON FURZE GOLF CLUB Cambridgeshire UK (2016-18)

PGA Head Professional

- Development of a business plan with short, medium, and long-term goals
- Upgraded retail space by rethinking layout, brand choice and marketing
- Negotiated new business relationships with golfing brands and re-established connections with hardware suppliers
- Selected to showcase 'Box of Tricks' (The Golf Foundation) Junior Retention Programme covering coaching, marketing, and social activities within junior golf development
- Planning and provision of junior coaching for beginners, improvers and advanced, including girls only group. Development and delivery of 5 and 3-day junior summer camps and Easter/Christmas day camp
- Golf Coach at Peterborough University College
- Achieved maximum discretionary funding available through The Golf Foundation to deliver schools and community coaching. Submitted portfolio for GolfMark
- Delivery of Men's and Ladies structured group coaching sessions throughout the year
- Training and mentoring of two PGA Trainee Pros
- Organized series of social events with support of Committee

HANBURY MANOR, MARRIOTT GOLF AND COUNTRY CLUB Hertfordshire UK (2013-14)

Golf Accounts and Sales Executive/PGA Golf Coach

- Coordinated every event from enquiry to post-event stage
- Executed and supported operational aspects (generating proposal, writing contract, correspondence)
- Delivery of corporate and member's group and individual coaching

THE LEADBETTER GOLF ACADEMY at IMG Bradenton-Sarasota, Florida (2012-13)

LGA Coaching Instructor (Trainee)

- Planning and provision of junior golf camps, golf school, individual coaching, and group tuition
- Biomechanical analysis using K-Vest system
- V1 Coaching analysis; Casio Exilim high speed video camera and E-coaching as standard
- Use of TaylorMade custom-fitting centre with Trackman technology
- Worked with mental conditioning practitioners for one student class per week
- Shadowed IPI team of physical profiling/conditioning instructors

LEADBETTER GOLF ACADEMY at REITER'S GOLF AND COUNTRY CLUB Austria (2011-12)

LGA Coaching Instructor (Trainee)

- Planning and provision of golf school, individual coaching, and group tuition (including families)
- Evidence of coaching development through regular update of reflective coaching logbook
- Assisted, observed, and supported Senior and Master Level Instructors when teaching
- Developed my own client base for private and group instruction
- Delivered instruction in line with the Leadbetter Instruction Curriculum

STOURBRIDGE GOLF CLUB Pedmore, Stourbridge, West Midlands UK (2008-11)

PGA Registered Assistant

- Secured sponsorship with commercial businesses: Audi Halesowen, Glenbrae Golf, Srixon, Cleveland
- Elected to Officer of the Worcestershire PGA Committee 2011
- Promoted TRI-GOLF/Xtreme Golf in primary/secondary schools in West Midlands
- Generated Pro-shop revenue with marketing/promotional strategies with emphasis on customer retention
- Responsibility for front of house, handling green fees and enquiries
- Assisted Club Secretary with marketing and fundraising strategies and golf-related communications
- Increased members' participation in social/charity events, added value to range of activities on offer.

OTHER

Part-time Support coach in 2024 to Uli Weinhandl, Alps Tour Professional

Part-time Support coach in 2015 to Martin Wiegele, Challenge Tour Professional