

EMAIL:	matt975d@yahoo.co.uk
Mobile:	+44 (0) 7771751324
Address:	Bankcroft, Monkland, Leominster, HR69DB
LinkedIn	Click to view

MATTHEW DAVIES

SUMMARY Matthew is a highly motivated and results driven executive with international experience in the sport industry, as well as a strong passion for the property business, running his own property investment company. Matthew is very personable in character, has worked both individually and as part of a team and has a strong work ethic to achieve the goals and targets set out by the organisation he is working for. Matthew is comfortable working outside of his comfort zone and under pressure and has held a number of varied roles throughout his career showing adaptability and a wide cross section of skills.

EXPERIENCE **DIRECTOR – DAVIES PROPERTY LTD**

February 2019 – present

Sole director for a small portfolio of BTL and Holiday Let Properties which I have bought, renovated and manage.

RECRUITMENT ADVERTISING MANAGER - The PGA

June 2022 – present

Oversee a small team who handle approximately 750 job adverts per year received from golf industry employers. I am responsible for the performance and the strategic direction of this department, setting pricing for advertising products which are promoted through The PGA's various digital assets.

REGIONAL MANAGER - INTERNATIONAL, The PGA

October 2018 - June 2022

Acting as point of contact for our 1400 Members based internationally. Providing guidance and support with working overseas and acting as the main PGA representative for those Members.

I was also responsible for the inception and organisation of the PGA Members' International Conference in Laguna Phuket, Thailand which was staged for the first time in 2017, and then again in 2018 and 2019. Despite working to a limited budget the event was deemed a huge success with delegates and speakers attending from 14 countries.

MEMBER SERVICES EXECUTIVE, The PGA

February 2017- January 2019

Working for the Executive Director – Member Services I was responsible for delivering a broad range of member benefits to the 7800+ PGA Members working across 81 countries. On commencing the role, I undertook a full review of the current offering and then sourced a Member Benefit management specialist who could provide the comprehensive benefits package that we launched in March 2018. This work involved liaising with the provider, negotiating terms and finalizing the contract then working with the Media team to co-ordinate the official launch.

TOURNAMENT SUPPORT EXECUTIVE, The PGA

April 2016 – February 2017

Part of The PGA national tournaments department responsible for delivering professional events and Pro-Am's on the PGA of GB&I national tournament schedule and PGA Europro Tour.

MANAGER, INTERNATIONAL DEVELOPMENT, PGA CHINA PROJECT, The PGA

April 2013 – April 2016

As the first staff member to be positioned outside of GB&I for The PGA, based at Mission Hills, Shenzhen, China my role was to manage and set up the PGA of GB&I representative office in China. Main responsibilities included: providing tournament playing opportunities for PGA Members, working with key industry stakeholders to develop recognition of the PGA brand and promote the skills and qualities of PGA professionals in Asia, marketing of licensed PGA facilities and the PGA Foundation degree training programme, and working with employers in China to open up employment opportunities for PGA Members.

Key achievements:

- **Set up and managed over 25 PGA member tournaments**, including building relationships with golf facilities
- **Increased number of PGA Professionals working in China** from 32 in 2013 to 65 in 2016.
- **Promoted the PGA training programme** and brought 7 Chinese students onto the 3 year programme.
- April 2015 - **Set up exclusive PGA Member benefit with British Airways China** and worked closely with BA throughout 2015 to deliver value through that agreement.
- Organized and **led a delegation of 11 Chinese coaches from Beijing to the PGA National Training Academy** in 2014 generating **over £13000 revenue**.
- Organization of the **PGA World Alliance Conference** held at Mission Hills in 2013

EDUCATION OFFICER (BUSINESS), THE PROFESSIONAL GOLFERS ASSOCIATION (PGA OF GB&I)

October 2010 – April 2013

Diverse responsibilities including developing over 50 hours of eLearning content for the PGA training programme and leading a team of 3 tutors and assessors on the Director of Golf programme.

RYDER CUP ADMINISTRATOR, THE PROFESSIONAL GOLFERS ASSOCIATION (PGA OF GB&I)

April 2010 - October 2010, & May 2012 - October 2012

Part of the Executive Team working on the 2010 Ryder Cup matches at Celtic Manor and again in 2012 in Chicago, USA coordinating the PGA hospitality guest programme.

EDUCATION & QUALIFICATIONS *1st Class Honours APPLIED GOLF MANAGEMENT STUDIES, 2010, UNIVERSITY OF BIRMINGHAM & THE PGA*
Key modules:

- Event Management/Marketing/Human Resource Management/Business Finance

R&A Foundation Bursary recipient (2008)

Double Distinction ACHIEVING EXCELLENCE IN SPORTS PERFORMANCE, SOLIHULL COLLEGE

OTHER SKILLS & ABILITIES

- Full UK driving license
- Landlord Member of the NRLA
- Language: Intermediate Mandarin. Passed HSK Level 2 Certification (June 2015)
- High competence level with Microsoft Office (Excel, PowerPoint, Word, Outlook)
- I have refurbished a number of properties so have strong project management as well as practical building and renovating skills.

PERSONAL Deep interest in property investment, travelling to understand new cultures, and attending sporting events.

REFERENCES AVAILABLE ON REQUEST