



Mitch D. McMurtry, PGA MBA
mitchellmcmurtry@yahoo.com +1-386-286-3988
LinkedIn - [Mitch McMurtry](#)



Education

Master's in Business Administration ; Spring 2023 University of Kentucky; Lexington, KY	3.67 GPA
Bachelor of Science; PGA Golf Management , Spring 2021, <i>magna cum laude</i> Florida Gulf Coast University; Fort Myers, FL	3.76 GPA

Relevant Courses

-
- | | |
|-----------------------------------|-------------------------|
| - Financial/Managerial Accounting | - Quantitative Analysis |
| - Corporate Finance | - Supply Chain Strategy |

Professional Experience

Kauri Cliffs Golf Course; Kaeo, New Zealand (Dec. 2023 – Dec. 2025) *Head Golf Professional*

- Increased YoY Profitability by 8.2% (Operations & Pro Shop) on a \$3.39M Revenue Operation
- Generated a 29.6% increase in Merchandise Revenue, exceeding PY by \$189K managing all aspects of merchandise ordering, inventory oversight, and global logistics
- Delivered measurable growth with an 18% increase in peak-season Green Fee Revenue and a 16% YoY uplift in rounds played
- Led the transition of a new Point of Sale (POS) platform at Cape Kidnappers and Kauri Cliffs, overseeing the transition of \$1.2 million in soft goods inventory, custom SKU creation, and staff training on user interface
- Promoted from Head Golf Professional under a Director of Golf to directly reporting to Ownership within 12 months, assuming responsibility for P&L Reporting, Executive Summaries, and Annual Budget Development
- Executed CapEx project management planning to completion inclusive of locker room renovations, redesigned retail fixtures, and implementation of a new cart fleet with Visage
- Increased caddy loops from 72 to 193 during 24-25 season building a “Caddy Farm System”

Idle Hour Country Club; Lexington, KY (September 2021 - Present) *1st Assistant Golf Professional*

- Promoted three times in the first calendar year at Lexington’s highest rated golf course
- Managed over 25 employees in coaching, skill development, and tracking progress
- Ordered all inventory for golf shop with sales of \$850,000, improving revenue 11% vs PY

Glenwild Golf Club; Park City, UT (May 2020 - September 2020) *Assistant Professional*

- Year over year, 8% sales increase in the golf shop with average inventory of \$310,000
- Developed Covid-19 protocol in execution of an uninterrupted tournament schedule

The Alotian Club; Roland, AR (May 2019 - December 2019) *Professional Internship*

- Merchandise dollars per round increased to \$104 (+9.4% vs PY) with sales of over \$500,000
- Assisted with the 2019 Arnold Palmer Cup, consisting of top 24 co-ed amateurs in the world
 - Executed calligraphy for APC Collegiate-Amateur Tournament
 - Responsible for cart fleet (135) for medical staff, volunteers, and player shuttles

- Managed the APC merchandise tent totaling \$140,000 in four days of play

Southern Hills Country Club; Tulsa, OK (May 2018 - August 2018) *Professional Internship*

- Merchandized for the golf shop with over \$1.6 million in sales and \$300,000 inventory
- Led junior camps and clinics, including over 2,000 junior golf participants

Leadership and Volunteering

- PGA Golf Management Club Joe Assell Leadership Award
- Organized and built a relationship between the PGA Golf Management Program and the Boys and Girls Club, teaching the game of golf to 73 youth

Skills and Certifications

- PGA of America – Class A PGA Professional
- Proficient in Microsoft Office in Excel, Word, PowerPoint, Publisher, and Canva
- Proficient in Jonas POS, Lightspeed POS, Trackman, and Golf Genius
- Lean Six Sigma Green Belt Certification
- Project Management Certification
- St. John's First Aid Certified
- National Honor Society and National Society of Collegiate Scholars

Mitch D. McMurtry, PGA MBA

mitchellmcmurtry@yahoo.com +1-386-286-3988

LinkedIn - [Mitch McMurtry](#)

References

Marty Bauer, PGA

Glenwild Golf Club
General Manager/Director of Golf
7600 Glenwild Drive
Park City, Utah 84098
435-615-9988
marty@glenwildgolfclub.com

Nick Bryan, PGA

The Alotian Club
Head Golf Professional
101 Alotian Drive
Roland, AR 72135
501-379-2568
nick.bryan@alotian.com

Cary Cozby, PGA

Southern Hills Country Club
Director of Golf
2636 E. 61st St
Tulsa, OK 74136
918-949-7342
ccozy@southernhillsc.org

Matt Fraser, PGA

The Alotian Club
Head Golf Professional
101 Alotian Drive
Roland, AR 72135
501-379-2568
mfraser@alotian.com

Ray Geffre, PGA

Crystal Downs Country Club
General Manager
249 Crystal Downs Drive
Frankfort, MI 49635
401-328-9510
ray.geffre@crystaldowns.org