

# Paul Pahi

Tbilisi, Georgia

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## Personal Profile

PGA professional and experienced golf director with over seven years in a senior management position, specialising in golf operations and the development of golf in an emerging destination. Proven experience in leading multidisciplinary teams, overseeing greenkeeping and golf operations, developing sales and marketing strategies, and delivering international golf events. Strong background in building golf communities, developing partnerships and working with tourism authorities to promote golf tourism and position Georgia as an international golf destination.

## Work History

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| <b>12/2018 – present</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Tbilisi Hills Golf Management LLC</b> | <b>Director of Golf</b> |
| <ul style="list-style-type: none"><li>• Oversee all golf operations, including the greenkeeping department, golf services, coaching, tournaments and member experience.</li><li>• Lead, motivate and develop a multidisciplinary team while maintaining high operational and customer-service standards.</li><li>• Develop and implement sales and marketing strategies to increase membership, visitor play, golf tourism and commercial revenue.</li><li>• Plan and deliver national and international golf tournaments, corporate events and golf tourism programmes.</li><li>• Work closely with local tourism authorities, hotels, travel partners, sponsors and other stakeholders to promote Tbilisi Hills and Georgia as a golf destination.</li><li>• Manage budgets, procurement, supplier relationships and the continuous improvement of operational procedures.</li></ul> |                                          |                         |

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| <b>09/2014 – 09/2018</b>                                                                                                                                                                                                                             | <b>Niitvälja Golf Club</b> | <b>Head Professional</b> |
| <ul style="list-style-type: none"><li>• Managing the total teaching operations at the club.</li><li>• Developing junior and beginner coaching programmes.</li><li>• Delivering elite junior and different-level adult coaching programmes.</li></ul> |                            |                          |

### **Key achievements**

- Achieved a 33.8% conversion rate from beginner Green Card courses to annual membership.
- Increased beginner Green Card course participation by 19.7% in 2016.

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| <b>01/2011 – 02/2018</b>                                                                                                                                                                            | <b>PGA of Estonia</b> | <b>General Secretary</b> |
| <ul style="list-style-type: none"><li>• Managing the PGA of Estonia.</li><li>• Representing the association in Estonia and abroad.</li><li>• Assure the day-to-day operations of the PGA.</li></ul> |                       |                          |

### **Key achievements**

- Supported the introduction of professional education for six new Estonian golf coaches and helped the PGA of Estonia gain recognition as a member of the PGAs of Europe.

- Secured €19,900 in development funding from the Ryder Cup European Development Trust.

**05/2012 – 09/2014                      Estonian Golf School                      Teaching Professional**

**07/2010 – 10/2010                      City Golf Driving Range                      Teaching Pro/Project Manager**

### **Education & Qualifications**

**10/2012 – 04/2015    The University of Birmingham (PGA)  
Foundation Degree in Professional Golf**

- Subjects covered:
  - Golf Coaching, Sports Science, Equipment Technology & Custom Fitting, Rules of Golf, Business Management

**11/2011 – 01/2012    PGAs of Europe  
Initial Professional Education**

- Subjects covered:
  - The Game, Teaching & Coaching, Business & Management

**01/2008 – 09/2009    Professional Golfers Career College (USA)  
Specialised Associate's Degree in Professional Golf Management**

- Subjects covered:
  - Golf Coaching, Golf Rules, Golf Shop Operations, Golf Club Management

### **Further Training**

- Community of Practice Summit (UK, 2017)
- Danish PGA Teaching & Coaching Conference (Denmark, 2016)
- PGAs of Europe Coaches Circle (Bulgaria, 2015)
- PGAs of Europe Teaching & Coaching Conference (Scotland, 2014)
- ASQ Level 2 Certificate in Golf Coaching (UK, 2014)
- Titleist Performance Institute Level 2 Junior Coach Course (Germany, 2013)
- ASQ Level 1 Certificate in Golf Coaching (UK, 2013)
- First Aid Appointed Person Qualification (UK, 2013)
- Titleist Performance Institute Level 1 Course (Finland, 2012)
- Sports Coach UK Safeguarding and Protecting Children (UK, 2012)
- First Steps Coaching Course (UK, 2010)

### **Other Details**

- Full Clean Driving Licence
- Have received the “Coach of the year” award from the Estonian Golf Association two times for outstanding junior work

**References are available upon request**