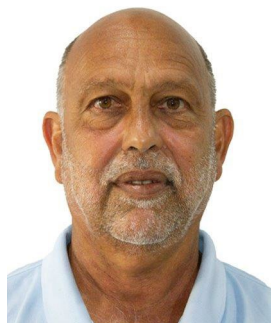


CURRICULUM VITAE

Saleem Arthur Haji



Date of birth:	10th July 1964
Place of birth:	Mombasa, Kenya.
Nationality:	British
Current Address:	P. O. Box 98, 80119 Vipingo, Kenya.
Telephone / Mobile:	(254) 722 703103
E-mail:	saleem@shgolf.pro

Professional Profile

Accomplished PGA Professional with over 40 years' international experience spanning elite coaching, golf club management, academy development, and golf course construction. Founder of Africa's first PGA-accredited academy and pioneer of technology-driven coaching in the region. Experienced in working with national teams, juniors, and elite players, integrating advanced technology such as Foresight FSX, Swing Catalyst, and TPI into high-performance programs. Recognised for delivering results, driving innovation, and raising playing standards across diverse golfing environments.

Key Skills and Certifications

PGA Professional (UK) Class AA
Level 2 Titleist Performance Institute (TPI™)
Level 2 Swing Catalyst™
Level 2 Foresight PEAK™
High-Performance Coach (Africa High Performance Programme)
BodiTrak™ and TrackMan™ University certified
True Temper™ and KBS™ certified in club fitting and building
Golf course construction, irrigation design, and project management
Pro-shop management and retail operations
Elite player development and national coaching programs

PROFESSIONAL EXPERIENCE

MARCH 2024 – PRESENT DAY

Setup DATA DRIVEN GOLF at Karen Country Club in Nairobi, which had 2 GCQUADs and a Swing Catalyst 3D motion plate as well as over 600 demo shafts for club fitting + tour standard workshop for club building & repairs.

Appointed National coach to run the High-Performance Program for the Kenya Golf Union under the auspices of the R & A. This involves coaching 28 of the country's best, players as well as keeping track of their stats through constant monitoring of their launch monitor numbers, gym programs as well as keeping up to date with their golf stats using the Uptime app.

Run the Karen Elite Juniors Program at Karen Country Club which consists of bimonthly sessions with their 12 best juniors. Over the last 5 months all the players have improved their stats and lowered their handicaps, some of them significantly. One of the Junior girls is now the Ladies Clubs Strokeplay champion at the age of 12.

I left Data Driven Golf at the end of August 2025 although I still run both elite programs one for the club and one for the National High-Performance program. I am setting up on my own using a mobile workshop, mobile force plates and a launch monitor. I have been selected as the National Coach for the Kenya Men's team who will participate in the Region IV championship to be played in Madagascar in November.

MAY 2000 – MARCH 2024

Set up a Company called Rainbow Projects Ltd in Nairobi for the purposes of constructing and supervising Golf course construction as well as irrigation design, supply & installation.

Vipingo Ridge Golf Estate in Vipingo, Kilifi

As Director of Golf, master planned and supervised the construction of the Baobab Course at Vipingo Ridge in Kilifi, delivering the first PGA-accredited golf course in Africa. This included all master planning, earthworks, civil structures, irrigation, man-made lakes and rivers, roads, and course storm water drainage.

Established the first PGA accredited Academy in Africa, pioneering the introduction of technology into coaching and player development in the region.

The Academy was equipped with a GCQuad launch monitor and Swing Catalyst pressure plates. It also carried out club fitting and secured the rights to be supplied heads only accounts with PXG, KZG, Tom Wishon and stocked around 500 demo shafts of all brands. It was also equipped with a full workshop including a MOI Matching machine and a Golf Mechanix frequency analyser.

Ran the well-stocked Pro-shop at Vipingo Ridge from 2011 until I left in 2024

Ngong Racecourse, 9-hole Public Pay and Play Golf Course.

Constructed this nine-hole Golf Course to a David Jones design from the planning stage to completion and hand over in February 2003. My company produced all the drawings and provided local technical expertise on the project. My company designed, supplied, and installed the irrigation system which was the first fully automated system in the Country.

Sigona Golf Club, Kikuyu, Nairobi.

Designed, supplied, and installed an automated pop-up fairway irrigation system for this well-known and established golf course, in Nairobi.

JUNE 1998 – MAY 2000

Green Park Golf & Country Complex, Naivasha, Kenya.

In June 1998 I was contracted to supervise all golfing aspects of the development of this new Golfing/Residential Complex. These included the planning and construction of the final 9 holes to the course designer's specifications, the setting up of the membership structure, the implementation of the maintenance programme for all 18 holes, the installation of the greens irrigation and refining of the irrigation system and schedules, as well as the supervision course maintenance and all machinery. I set up and ran the Pro-shop, including ordering and stocking of all golf items for sale.

JUNE 1996 - JUNE 1997

The National Golf Club, Antalya, Turkey.

In June 1996, I was appointed as the Director of Golf at The National Golf Club, a resort/members Club that has 30,000 green fee-paying rounds per year. I was responsible for all Golf activities as well as supervising sales and marketing for the Club. I prepared income and expenditure budgets as well as consulting with the accounts department for the collection and control of all travel agency bookings and invoicing. I also negotiated all the tour operator contracts and hotel discounts. In conjunction with the European Seniors Tour, I successfully ran the 1997 Turkish Seniors Open, the second biggest Tournament on their calendar at the time. During this period, I was also involved in the re-design and construction of 4 revised holes on the course, working alongside the course designer David Jones

NOVEMBER 1988 - OCTOBER 1997

Nyali Golf & Country Club, Mombasa, Kenya.

In November 1988 I was contracted to provide Professional services to Nyali Golf & Country Club, Mombasa, a tourist destination on the Kenya coast. These services included running a fully stocked Golf Professional's shop, hiring of golf clubs, organising and running all Club competitions, collecting and accounting for green fees, supervising caddies, teaching all levels of golfers, and advising the Committee on the maintenance and improvement of the course and the supervision of the Staff.

In May 1993 I engaged an additional Professional, which enabled me to widen my experience through working in different clubs and countries.

MAY 1993 - NOVEMBER 1993

Knockbracken Golf Club & Driving Range, Belfast, Northern Ireland.

Employed as a teaching Professional and supervised the training of Trainee Professionals. In that role I gained wide experience of teaching individuals and groups in what for me was a new and different golfing environment

NOVEMBER 1985 - JULY 1988

Karen Country Club, Nairobi, Kenya.

Worked as Assistant Professional to PGA and European Tour pro Garry Cullen. During this time, I registered as an assistant with the British Professional Golfers' Association and attended the compulsory residential training courses at Lilleshall, England.

EDUCATION

1976 - 1982

Bedford Modern School, Bedford, England.

June 1980

8 GCE 'O' Levels Grades - 7B's, 1C.

June 1982

1 GCE 'AO' Level Maths, 1 GCE 'A' Level Physics.

REFEREES –

David Jones (Master PGA Professional, former European Tour player, board member European Tour/DP World Tour for over 22 years)

Email - dj@davidjonesgolf.com

Additional Referees available on request.