

STEPHEN B. MURRAY (PGA GOLF PROFESSIONAL) CURRICULUM VITAE

Stephen B. Murray

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GB&I Experienced PGA Professional/Performance Golf Coach/Custom Fitting Specialist

Passionate, results-driven, dynamic senior professional team player.

**Successful in performance coaching, leadership, mentorship,
customer relationship building, custom fitting and motor skill
development in golf.**

**Reflecting on my career progression, I am transitioning into a Golf
Operations role by working towards my CM Diploma. My goal is to
add significant value to an esteemed golf club by utilising my many
years of PGA experience in the most impactful way.**

Dedicated to achieving the highest standards commensurate with customer satisfaction in the management of golf operations and related services. Expert at delivering exceptional golfing experiences. Recognised as a leader, organiser, and role model with an impeccable professional demeanour and work ethic. Oversee golf department teams, develop policy, ensure safety, and facilitate training. Implement operating procedures and organisational manuals to support these efforts.

Areas of Expertise

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|------------------------------|-----------------------------|---|
| · Skills Development | · Data Analytics & Insights | · Biomechanical Solutions |
| · Green Reading Philosophies | · Player Development | · Modern Coaching Techniques |
| · Operations Management | · Relationship Building | · Policy & Procedure Development |
| · Club Fitting | · Performance Coaching | · Cause & Effect Golf Instruction |
| · Attention to Detail | | · Strong Interpersonal & Communication Skills |
| | | · Proactive, Solution Orientated Mindset |

Accomplishments

Designed certified golf instruction facilities and developed coaching/club fitting studios, both indoor and outdoor. Known for exceptional customer service in all interactions. Simplified complex information for clients, enabling greater enjoyment and achievement in golf.

I have been continually headhunted during my career. Most recently working at Murcar Links Golf Club in Aberdeen, recognised as a 'Golfers Golf Club.' This club boasts the highest number of low-handicap golfers in the Aberdeen/Shire region.

Career Experience

Transitioned back exclusively to S.B. MURRAY PERFORMANCE GOLF in June 2025, providing freelance, self-employed PGA Performance TrackMan Coaching from an indoor studio located at NeoSpace (Aberdeen).

LEDINGHAM CHALMERS FINANCIAL LTD

February 2025-June 2025

Trainee Financial Advisor (Full-Time before transitioning too Part-Time)

SCOTTISH WATER

2024 - 2025

Water Treatment Operator

MURCAR LINKS GOLF CLUB (S.B. MURRAY PERFORMANCE GOLF)

2018-2024

Self-employed PGA Performance Coach/Fitting Specialist/Qualified PGA Professional

Headhunted due to my reputation for delivering high-end professional services and quantifiable results during my PGA career. My remit was to further develop the playing membership and continually add to the region's collection of low-handicap golfers. Achieved this through Cause & Effect Golf Instruction, TrackMan technology, and a tour-level, customised club-fitting service. Retained 25 hours weekly in the Professional Shop to run the first tee, oversee weekly club competitions, stock management, and club repairs. Managed and trained junior staff. Served as Head PGA Professional and acted as the focal point when the Head Professional was absent.

NEVADA BOB'S (SCOTLAND) LTD

2014-2018

PGA Professional Performance Coach/Custom Fitting Specialist/Business Development Manager

Served in a dual role:

My focus was primarily on delivering performance coaching and tour-level custom fitting from an indoor setting I custom-designed to utilise the highly publicised industry-leading TrackMan technology, giving individuals the resources and encouragement to excel. Promoted TrackMan's features and benefits to influence decision-making and incorporated full-bag equipment sales. Proudly maintained my core values of honesty and integrity and only advised of an equipment change if their current equipment was impeding their ability to achieve their goals/potential. Built a profile of each pupil's needs, methods, and goals. Conveyed teaching and learning programmes concisely, based on individual learning styles—visual, auditory, or kinaesthetic.

Also focused on the business development strategy of a proposed new (Scottish) Golf Club Professionals buying group, instigated by our company's MD. He sought to pursue this opportunity after acquiring the sole rights to the Nevada Bob's franchise brand in Scotland. Having set up and met initially with the Secretary of the PGA in Scotland to obtain permissions before incepting the creation of a questionnaire sent out initially to the local Aberdeen/Aberdeenshire Club Professionals, detailing where NB's (Scotland) could potentially add value against their current buying group supplier. Subsequently, I met with those PGA Professionals and concluded that NB (Scotland) could not improve on its current groups, whether Tartan Golf International or Foremost Golf.

COILANCE GOLF LTD

2011-2013

PGA Professional Consultant/Director

Functioned at both tactical and strategic levels to manage and develop all aspects of the golf business. Operated as a primary consultant to Craibstone Golf and other private clients. Defined a clear vision for direction. Identified sales and marketing opportunities, focused on customer service excellence, maximised revenue, and ensured sustainable profitability.

CRAIBSTONE GOLF ACADEMY

2011-2013

PGA Professional/Academy Director

Spearheaded a professional golf academy. Oversaw golf shop, course maintenance, locker facilities, and food & beverage. Managed external golf services, golf-specific sales & marketing, members' club, and administration.

Launched a lesson delivery service from conception to implementation, incorporating a customised studio and membership procedure.

Delivered professional golf coaching and mentoring programmes for both male and female members of the golf club, including both Scottish PGA & LPGA tournament players.

ADDITIONAL EXPERIENCE:

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|---|------------------|
| Head Teaching Professional, Aspire Golf Centre | 2011-2013 |
| Full-time Player, Scottish Tartan Tour | 2003-2005 |
| Qualified 2nd Professional, Kemnay Golf Club | 2000-2003 |
| Head Professional, Aberdeen Petroleum Club | 1999-2000 |
| Senior Assistant Professional, Murcar Golf Club | 1996-1999 |
| Assistant Manager, The Golf Shop | 1995-1996 |
| Senior Assistant Professional/Assistant Professional/YTS Professional/Trainee Pro, Kings Links | 1988-1995 |

Education

5 “O” Levels, Bankhead Academy

PGA Diploma, Teaching and Golf Swing, Shop Management, Tournament Admin, Club Repairs, Merchandising and Rules of Golf, The Professional Golfers Association (National Training Academy)

CPD & Certifications TrackMan University (Level2) Certification, TrackMan University (Level1) Certification

TrackMan University (Operator) Certification, TrackMan Level 1 Workshop

Mr Michael Dalglish & Dr Rob Neal-Total Golf Analysis, The Golf Athlete, AimPoint Fundamentals, AimPoint Philosophies

Putting Biomechanics and Full Swing 3D Analysis, Quintic Sports

Junior (Level 2), Golf Fitness Instructor (Level 1), TPI

A Day with Mr Peter Cowan, Peter Cowan

Technical Proficiencies

MS Office, Mac Applications, Industry Video Capture, TrackMan, Swing Analysis Software, BRS, Club V1