

STEPHEN B. MURRAY (PGA GOLF PROFESSIONAL) CURRICULUM VITAE

Stephen B. Murray

Aberdeen, Aberdeenshire +44 (0) 7793220909

sbmurray@sky.com • [LinkedIn](#)

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

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

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

Reflecting on my career progression, I am looking to transition into a Golf Operations Lead role and enrol in the PGA Director of Golf program. My goal is to add significant value to an esteemed golf club by utilising PGA experience effectively.

Dedicated to achieving the highest standards commensurate with customer satisfaction in 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

Golf Club Operations Management	Demonstratable Passion for delivering Outstanding Golfing Experiences	Motor Skill Development
Exceptional Customer Service & Communication Skills	Attention to Detail	Green Reading Philosophies
Strong Organisational & Event Management abilities	Relationship Building	Custom Club Fitting
Knowledge of Golf Competition Management Systems & Golf Operations	Policy & Procedure Development	Performance Coaching
	Proactive, Solution Orientated Mindset	Modern Coaching Techniques
	Data Analytics & Insights	Cause & Effect Golf Instruction
		Biomechanical Solutions
		Player Development

Accomplishments

Designed certified golf instruction facilities and developed coaching and 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, I worked at Murcar Links Golf Club in Aberdeen, a 'Golfers Golf Club' with the highest number of low-handicap golfers in the Aberdeen/Shire region.

Career Experience

Transitioned back exclusively to S.B. Murray Performance Golf from June to November 2025, providing freelance, self-employed PGA Performance TrackMan Coaching from NeoSpace (Aberdeen).

LEDINGHAM CHALMERS FINANCIAL LTD

February 2025 - June 2025

Trainee Financial Advisor (Full-Time before transitioning onto 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 for delivering high-end professional services and quantifiable results during my PGA career. My remit was to further develop the playing membership and add to the region's collection of low-handicap golfers. Achieved this through Cause & Effect Golf Instruction, TrackMan technology, and a customised club-fitting service. Retained 25 hours weekly in the Professional Shop to run the first tee, oversee club competitions, manage stock, and handle 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 in an indoor setting I custom-designed to utilise TrackMan technology, providing individuals with 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 the current equipment was impeding goals or 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.

I also focused on the business development strategy of a proposed new Scottish Golf Club Professionals buying group, instigated by our company's MD. After obtaining permission from the PGA in Scotland, I created and sent a questionnaire to local Club Professionals in Aberdeen and Aberdeenshire to assess where NB (Scotland) could add value relative to their current supplier. I then met with those PGA Professionals and concluded that NB (Scotland) could not improve on its current groups, Tartan Golf International or Foremost Golf.

COILANCE GOLF LTD

2011 - 2013

PGA Professional Consultant/Director

Managed and developed all aspects of the golf business at tactical and strategic levels. Served as a primary consultant to Craibstone Golf and other private clients. Defined 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, sales and marketing, members' club, and administration.

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

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

ADDITIONAL EXPERIENCE:	
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