

STEVEN McDONNELL

PGA Director of Golf | PGA Advanced Golf Coach | GCMA Accredited Manager - Level 1

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www.stevenmcdonnellgolfacademy.co.uk | Digital reach: 80,000+ followers

PROFESSIONAL PROFILE

Commercially focused PGA Director of Golf with extensive experience in golf operations, retail, people management and business ownership. Completed the PGA Director of Golf qualification in May 2026 and achieved GCMA Accredited Manager – Level 1. Led teams of up to 12 at Lidl, gaining experience in food standards, procurement, stock control, Health & Safety and KPIs; Hays recruitment experience developed interviewing and talent acquisition skills. Strong North East golf-industry connections and experience across membership, visitor services, societies, competitions and customer experience.

CORE MANAGEMENT SKILLS

- Golf Club & Department Operations
- Membership & Committee Relations
- Food Standards & F&B Operations
- P&L, Budgets & Commercial KPIs
- Customer & Guest Experience
- Digital Marketing & Business Growth
- Team Leadership & Recruitment
- Golf Retail & Stock Management
- Procurement & Stock Rotation
- Societies, Corporate Golf & Events
- Health & Safety & Compliance
- Coaching & Facility Management

PROFESSIONAL EXPERIENCE

THE GOLF PERFORMANCE CENTRE | County Durham

Owner / Director of Golf / Head PGA Advanced Coach | March 2025 – Present

- Lead coaching programmes, player development and daily facility operations.
- Manage budgets, bookings, revenue, expenditure, website, marketing and customer acquisition.
- Maintain safeguarding, Health & Safety and risk management procedures.

OAKDALE GOLF CLUB | Harrogate

Head PGA Advanced Coach / Head Professional | June 2023 – March 2025

- Led professional shop operations, member services and Foremost Golf retail operation.
- Managed purchasing, suppliers, stock, merchandising and retail performance.
- Coordinated competitions, societies, corporate golf and club events; mentored assistants and staff.

THE PLAYERS LOUNGE | Golf Coaching Centre | Team Valley

Owner / PGA Specialist Coach | November 2019 – March 2023

- Founded and ran an independent indoor golf coaching business.
- Managed P&L, budgets, forecasting, facilities, bookings, marketing and customer retention.

WHITBURN GOLF CLUB | Tyne and Wear

Head PGA Professional / Golf Operations | June 2017 – October 2019

- Managed daily golf and pro-shop operations, suppliers, purchasing and retail stock.
- Coordinated tee bookings, competitions, societies, visitors and practice facilities.
- Worked closely with Club Manager and committee on member service and compliance.

PREVIOUS MANAGEMENT & COMMERCIAL EXPERIENCE

LIDL | Nottingham

Store Manager | 2007 – 2010

- Managed and developed teams of up to 12 in a high-volume, KPI-driven retail environment.
- Led food procurement, ordering, deliveries, stock rotation, date controls and waste management.
- Maintained food hygiene, product quality, Health & Safety and operational compliance.
- Managed staff deployment, customer service and commercial performance.

HAYS RECRUITMENT

Recruitment Consultant | 2012 – 2014

- Managed recruitment from client brief through interviewing, assessment and candidate placement.
- Developed client relationships, supported workforce planning and worked to commercial targets.

NORTH EAST GOLF EXPERIENCE

Self-Employed PGA Golf Coach / Lead Coach | 2016 – 2026

Delivered Get Into Golf programmes, junior academies and player-development initiatives at clubs including Ravensworth, Oakleaf and Garesfield. Built extensive regional relationships and knowledge of participation, membership growth and the North East golf market.

SELECTED CAREER HIGHLIGHTS

- Founded and managed two independent golf businesses.
- Golf operations, shop management, P&L, purchasing and commercial planning experience.
- 80,000+ digital followers and 2 million+ annual social media impressions.
- Cross-sector experience in people management, food standards and recruitment.

PROFESSIONAL QUALIFICATIONS & ACCREDITATION

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| • GCMA Accredited Manager – Level 1 | • PGA Director of Golf – completed May 2026 |
| • PGA Advanced Coach – 2023 | • PGA Golf Degree – University of Birmingham, 2019 |
| • Member – Golf Club Managers Association (GCMA) | • TrackMan Professional – Levels 1 & 2 |
| • Director of Golf – Management Theory | • Diploma in Sports Coaching & Nutrition |
| • SafeGolf Accredited | • Safeguarding & Protecting Children |
| • Emergency First Aid – Level 2 | • Enhanced DBS |
| • CPD Accredited until 2027 | |

DIGITAL & BUSINESS SYSTEMS

TrackMan | Foremost Golf | Website Development | GoDaddy | Digital Marketing | Social Media | Online Booking Systems | Golf Performance Analysis

CAREER DIRECTION

Seeking a broader golf club management role, applying PGA Director of Golf expertise, GCMA accreditation and cross-sector commercial experience to operational standards, financial sustainability, team development and member experience.