

Jim Hackett

PGA Professional

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Work Experience

Head Professional

Apple Valley Golf Course - Apple Valley, CA

August 2016 to December 2017

Facilitated the daily operation and cohesion of a semi-private golf operation.

- Diligent leadership and team training ensured premier golfer experience.
- Administered men's, women's & booked outings to ensure positive results.
- Adhered to budget constraints during my tenure resulting in a 13% fiscal gain.
- Coached all skill levels while promoting quarterly demo days to increase revenue using custom fittings which equated into newly launched equipment purchases.
- Sought out and implemented effective social media/marketing campaigns to increase rounds, outings, F&B covers and all property driven revenue streams.

Director of Golf

Santee Cooper Country Club - Santee, SC

August 2011 to May 2016

Responsible for the operational success of an upscale semi-private facility by diligent P&L/ budget management and sharply focused member/guest service.

- Annual rounds increased 26% during my tenure by developing a culture of staff ownership/ dedication along with much needed golf course improvements.
- Director of instruction utilizing video/launch monitor technology to coach multiple players of various abilities while overseeing our women's & junior clinics.
- Merchandise sales net increase of 30% with budgeted margin goals by FY 2013.
- Managed all member and outside tournaments using GHIN/TPP software.
- Proficient utilizing GolfNow POS software and highly skilled in all MS office apps.
- Held monthly meetings with club investors to reconcile P&L statements.
- Developed e-mail blasts, website updates and golf course marketing strategies.
- Responsible for revised cash handling procedures, daily deposit/fiscal reports, inventory controls and physical asset tracking.

General Manager

Patriot Golf Course - Bedford, MA

May 2010 to June 2011

MA

- One of 9% of USAF golf operations to finish in the black during FY 2010.
- Membership increased 10%, range memberships up 40% with increased staff training and input while expanding our patron base with command approval.

- Obtained government approval to purchase new golf car batteries, range mats/ balls, (1)Toro Sand Pro and (1)Toro Turf Master replacing antiquated equipment.
- Merchandise sales increased 15% by liquidating outdated soft and hard goods allowing us to revise our buying philosophy and sales goals/margins.
- Met all quarterly targets and presented the revenue updates to the base commander and her staff on a quarterly basis outlining year to date progress.

General Manager

Wilmington Municipal Golf Course - Wilmington, NC

July 2005 to April 2010

Managed all aspects of a Donald Ross municipal golf property including golf operations, F&B and the golf course agronomy department heads plus staff.

- Total rounds reached a peak of 50,000 by FY 2008 up 20% from FY 2005.
- Net revenue increased 86K in FY 2006 helped by installing new POS software, renewed staff dedication, inventory controls and peak patron service.
- Proposed and gained city council approval for a three year EZ-Go lease replacing an antiquated fleet. Negotiated a trade-in value of \$1500 per car.
- Liaison between the golf course and the city council, accounting, budget and HR departments to better understand municipal goals & strategies for fiscal strength.

Head Professional

Birkdale Golf Club - Huntersville, NC

August 2000 to June 2005

Managed the golf operation of a semi-private facility with annual rounds reaching 42,000 per year by FY 2004 up 20%. Hired, trained and supervised our golf staff.

- Responsible for purchasing, merchandising, and product movement which resulted in a net revenue uptick of 27%
- Taught 800+ golf sessions using video and playing lessons to achieve success. Gave my assistant professionals the tools and guidance to promote our clinics.
- Coordinated 85 corporate tournaments FY 2002 adding 150K in net revenue.
- Increased custom club sales 30% utilizing Ping and Titleist fitting carts while promoting quarterly demo days for our patrons to test/buy custom equipment.

First Assistant Professional

Long Cove Club - Hilton Head Island, SC

April 1995 to June 2000

Assisted in the daily golf operations of a Golf Digest top100 private golf facility.

- Responsible for the complete follow through of all member tournaments and Monday golf outings including the Rolex and Canon Cup AJGA junior events.
- Promoted from outside supervisor to First Assistant Professional in two years.
- Employee of the year 1998.

Education

BS

Florida State University - Tallahassee, FL

Skills

IBS, EZLinks, GolfNow POS Systems, MS Office Software

Certifications/Licenses

Class A PGA Professional

August 2003 to June 2018