

BLYTH J. REID

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INTRODUCTION

I am a self-motivated individual, passionate about creating unique experiences and determined to add value in everything I do. With over 30 years' experience in the golf, hotel resort leisure industry I have demonstrated my ability to enhance brand position at some of the world's finest leisure facilities. By dynamically managing all aspects of operations, I have delivered successful sales, marketing and PR strategies to consistently increase revenues and simultaneously streamlining operations to improving profitability. I have built my business expertise with a hands-on approach and an empowering attitude.

EXPERIENCE

Erinvale Golf Club – www.erinvale.com
General Manager

Western Cape, South Africa
Since May 2017

This 18 hole Gary Player signature golf course. As Chief Executive Officer for this 750 membership golf club I oversee all aspects of the club. Erinvale's clientele base includes onsite hotel guests, international visitors & local SA golfers. With four F&B outlets offering: relaxed club food, bistro cuisine, fine dining and events & functions, catering for over 400 pax within the outlets. With over 45,000 rounds of golf annually. Erinvale is considered the # 1 golf experience in the Western Cape. 124 staff under my supervision.

- Committee Member/Board Director for the Western Cape PGA of South Africa
- Member & Director of the Western Cape Golf Course Managers Association

Accolades:

Host venue for the World Cup of Golf 1996 / Host to SAA South African Open 2003 & 2004

MARÉID - www.mareid.net
Managing Director

Western Cape, South Africa
Since Sep 2016

Created a brand of leisure clothing made in Mauritius for the South African and European market.

Four Seasons Resort, Mauritius at Anahita – www.fourseasons.com/mauritius
Director of Golf

Beau Champ, Mauritius
(4 years) Aug 2012 – Aug 2016

Director for the Four Seasons Golf Club, Mauritius at Anahita. Comprising of an 18-hole Championship Ernie Els Signature Golf Course, clubhouse including bar and 120 cover outdoor and indoor restaurant, golf shop and golf academy facility. Responsible for the golf operations, golf course maintenance, food & beverage, sales, marketing & PR, engineering, housekeeping/public area services. 108 staff under my supervision. An exclusive French speaking membership base and international visitor/hotel business model.

- A Four Seasons Planning Committee Member (Executive Team)
- Event Director for the 2016 AfrAsia Bank Mauritius Open (12-15 May 2016) European Tour event
- Secretary for the Mauritius Golf Tourism Association
- Tournament Director for the Mauritius Golf Masters since 2012
- Four Seasons Resort liaison for the resort residential program

Accolades:

#1 Golf Resort in the Indian Ocean – 2015 World Golf Awards / The #1 Golf Course in Mauritius & Indian Ocean – Rolex World's Top Golf Courses / The 6th Best Resort in the World as voted by TripAdvisor 2013

Pezula – www.pezula.com
Director of Golf

Western Cape, South Africa
(5 years) Nov 2006 – Mar 2011

Responsible for: all aspects of Pezula Club Ltd, Championship Golf Course & Field of Dreams. Facilities included, 18 hole championship golf course, clubhouse including three food & beverage outlets (totaling 124 covers), golf shop, driving range, tennis courts and full sized cricket oval. 98 staff under my supervision. A mainly local membership and visitor/hotel business model.

- Board Director & Company Secretary, Pezula Club Ltd
- Founding member, “Golf in the Garden Route”. Promoting the region as a unique golfing destination (www.golfinthegardenroute.co.za) and the “Garden Route Golf Passport”
- Established a reciprocal benefit programme with 13 resorts from around the world

Accolades:

The World's Best Golf Resorts, # 7 – Primelocation.com, 2010 | 3rd Most Outstanding Golf Resorts Worldwide - VIP Int Traveller Readers' Awards, 2008 | 5 Star Golf Experience - Compleat Golfer, 2005-08 | Best New Course SA- Golf Digest, 2001

The Grove – www.thegrove.co.uk
Director of Golf

Hertfordshire, England, United Kingdom
(4 years) Jan 2002 – Nov 2006

Established and opened golf at The Grove designed by Kyle Phillip's (designer of Kingsbarns, Scotland). Facilities responsible for: 18 hole Golf course, Grade II listed clubhouse, golf shop, driving range, maintenance of 300 acre woodland. 75 staff under my supervision. A non-membership, corporate group and visitor business model.

- Total P&L responsibility, capital expense & special projects of golf, gardens and estate woodland
- Principal liaison for the 2006 American Express World Golf Championships, interacting with city officials, town planners and police

Accolades:

Best Golf Resort in Europe-Peugeot Golf Guide 2006 | Host to 2006 American Express World Golf Championships - Winner Tiger Woods

Fancourt Hotel & Country Club Estate – www.fancourt.com
Director of Golf

Western Cape, South Africa
(4 years) Oct 1998 – Dec 2002

Facilities responsible for: 36 hole Gary Player signature golf courses, golf shop, TaylorMade performance lab golf academy, driving range. 48 staff under my supervision. Management of 250 caddies. An exclusive membership, and international/hotel visitor business model.

Accolades:

Montagu Golf Course, Rated #1 Golf Course in South Africa - Golf Digest, 2000 | Host to the President's Cup, 2003

Turnberry Hotel & Golf Courses – www.turnberry.co.uk
Senior PGA Professional

Scotland, United Kingdom
(9 years) Apr 1989 – Sep 1998

PERSONAL Born – 25th January 1971, Galashiels, Selkirkshire, Scotland, UK
Residency – British Citizen & South African Permanent Resident
Married – March 2000 / two daughters - Born July 2009 & June 2011

EDUCATION Professional Golfers' Association of Great Britain, Since 1993 & South Africa, Since 1999
Galashiels Academy, Selkirkshire, Scotland, UK

INTERESTS All sports, fishing, reading, running, MTB cycling, computers, website design

REFERENCES Available upon request