

ETIENNE OLIVIER

With 13 years in the golfing industry, I have gained extensive experience working with various levels of business hierarchy & functions within the industry; from company setup and management; defining and incorporating strong processes into workflows; financial understanding and direction; marketing; to client relationship management.

As a dynamic, innovative and self-motivated individual, I strive to ensure the best quality of work is produced within project deadlines. I would be an asset to any company, adding, amongst others:

- An energetic and motivating management style
- Inventive marketing strategies
- Exceptional service levels
- Entrepreneurial management



EXPERIENCE

Managing Director and Instructor • 2010 – Current

EOGA (Pty) Ltd (www.eoga.co.za)

- Ensure profitability of the Company and oversee all administration functions and HR
- Create a favourable working environment for all staff
- Manage the Director of Instruction with regard to teaching techniques, methodology, technical knowledge and setting extraordinary standards for the Academy
- Golf tuition to clients of all ages, members and visitors, beginners to advanced
- Promote business growth and brand awareness through inventive marketing strategies
- Develop and maintain client relationships through strong interpersonal skills and sound communication methods
- Endorse and uphold the premium brand of all partnered Golf Courses, by ensuring the EOGA activities and service levels exceed required standards
- Work with site partners to ensure a positive experience for members and visitors, that will assist in maintaining and growing a healthy membership base
- Initiate and re-invent business strategies to ensure the company remains a leading academy
- Social Media management

Assistant Pro-Shop Manager • 2008 – 2010

Pro-Shop Assistant 2006 – 2008

Global Golf – Steenberg Golf Club (globalgolf.co.za)

- Stock control – orders; receiving; counting
- Shop design including retail strategies in order to achieve sales targets
- Club fitment and coordination of Demo days with suppliers
- Retail sales including Point-of-Sale processing and cash-ups
- Golf bookings and check-in procedures
- Coordination of Meet and Greet Staff, and Caddies
- Competition scoring and Prize-Giving assistance
- Corporate day coordination – setup; check-in; retail sales; scoring
- Field starting in absence of course marshal
- Course setup for competitions
- Key participation in running of the Annual Classic Festival week

EDUCATION

TPI Level 1 Certification • 2017

- *The fundamental concepts of the Body-Swing Connection - TPI's physical assessment screening determines the connection between body functionality and swing characteristics / efficiency*

Value-The-Pro Workshops • 2016

- *Club membership analysis for strategies to optimize member participation at clubs and ultimately enhance their experience*

5-SK Coaching Certificate • 2014

- *International program for simplifying coaching using 5 key areas*

LTAD (Long Term Athlete Development) Certificate • 2010

- *Athlete development for junior golfers*

PGA Diploma • Completed 2009

- *Greenkeeping; Golf Club Management; Golf Events Coordinating; Coaching; Retail; Business Finance; Personal and Career Development; Rules of Golf*

Nico Malan • Matriculated with Exemption 2005

- *1st Golf Team Captain; Golfer of year 2005*
- *English; Afrikaans; Accounting; Business Economics; Maths; Biology*

PROFICIENCIES

- Slack Business Communication
- Coaching Apps – V1, Edufii / CoachNow, Hudl Technique
- Teaching Aids – BodiTrak, K Coach, SAM PuttLab, GSA Putt, GC2 / HMT, FlightScope, FocusBand
- Timely Business Management
- MS Office
- Lucid Ocean specialized online billing system for golf academies
- T-Booking and Club Admin software with integrated POS System
- Handicaps Network System

KEY STRENGTHS

- Teamwork leadership
- Ability to work well under pressure
- Enthusiastic brand ambassador
- Innovative and forward-thinking
- Good organizational skills, with attention to detail
- Ready to learn and further current skills

REFERENCES

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