

WESTERN CAPE ANNUAL AWARDS

ENTREPRENEUR

Jacques Greyling

Acushnet South Africa

1. What is your current job title?

Titleist Golf Ball Category Manager.

2. How long have you been in your current position?

6 years.

3. What are the key deliverables of your position the past 12 months?

Managing the marketing plan, product plan, and go-to-market strategy for Titleist's Golf Ball Business.

Drive profitability and sales in the South African market through strategic planning and best in class execution of sell-in and sell-through activities.

Lead and craft strategic vision, line positioning, content framework, communication plan; influencing and shaping the local calendar and investment decisions behind the line including future products/categories.

Shape line strategy by identifying the line role within the category; sources of growth and strategic choices based on geography, channels, and consumers (golfers).

Continually develop and create a holistic experience unlike anything in the golf category; leading to word of mouth advocacy, line enthusiasm and line loyalty.

Identify & structure line building blocks, visual identity systems, experiential playbooks and social media playbooks.

Partner with cross functional international teams, R&D, industrial design, internal marketing, and agency partners to bring brand products to market in a timely manner.

Determine the go-to market process (pricing, allocations, education, ball seeding etc.)

Develop the Product Specialist Team, to deliver best in class education, fitting, merchandising and golfer connection activities with true golf ball focus.

Represent the brand by being the “face of the line” with field partners, press, and Titleist leadership – establishing exceptional relationships and rapport with them to promote the line, products and experiences.

I work closely with the Titleist Brand Director in the UK on the development, execution and evaluation of the Titleist Golf Ball product and strategy for the South African market.

Drive the golf ball merchandising and trade education excellence within the South African region through execution of online tools to retail partners as well as the sales and product specialist teams.

Manage golf ball marketing planning through Titleist's own channels, online, TV, golf media and 3rd party solutions.

4. How do you see the implementation of Safeguarding on your position and the industry?

Acushnet is committed to Safeguarding and continually implements online courses for all employees to complete. As a PGA professional it is important to ensure that vulnerable individuals are protected and safeguarded as it will not only develop their ability and enjoyment for the sport, but it also provides a fantastic opportunity to pass on skills and love for the sport. Protecting children and young people from abuse, preventing harm and promoting their wellbeing is the core function of safeguarding. It is extremely important for sport clubs and organisations to have effective safeguarding policies and procedures.

5. Please give us a brief outline of the path you took to lead you to your current position?

2006: I started my apprenticeship at Wingate Park Country Club under Shane Hayes. I was the Head Professional at Wingate for 3 years.

2009: I moved over to the Greenkeeping team at Wingate where I was the Assistant Greenkeeper for almost 2 years.

2011: I left the industry to further my studies. I worked at UNISA for 6 years where I started as a lecturer’s assistant and later got promoted to a Senior Student advisor. I completed my degree in Bachelors of Business Administration as well as two diplomas in Financial Management and Business Management.

2017- present: In 2017 I started at Acushnet South Africa as the Category Manager where I manage the marketing plan, product plan, and go-to-market strategy for Titleist’s Golf Ball Business.

6. Why do you feel that you would be a good candidate to win this award?

I am passionate about golf; I enjoy being out on the course and improving my game every time I pick up a club. I am also passionate about business and growing within the corporate world. By combining golf and business I find myself in the perfect position as the Category Manager at Acushnet where I can live out both my passions simultaneously.

Since I started at Acushnet I have managed to grow the golf ball business substantially and build exceptional relationships with all stakeholders in the industry. I endeavoured to work more closely with the PGA Professional network and I intend to grow this partnership in the future.

I truly believe that I deserve this award because I am fortunate to live out my two biggest passions on a daily basis. Through this I am capable of building relationships, holistically growing the game of golf, and positively contribute to the corporate side of the industry.

7. How do you promote a career in golf and the PGA to people who aspire to a career within the industry?

Few people can say they work in an industry they love and becoming a PGA professional allows you to immerse yourself in the game and golf industry. Being a PGA professional allows you to follow your dream whether it is playing, coaching or managing, it is a great way of interacting with people and being part of a community, and there are many opportunities locally and internationally. A PGA professional is always well connected and considered an expert in the game and business of golf.

At Acushnet, I lead the bursary programme where we identify and sponsor the study fees for a promising candidate for the entire 3 years. This programme is extremely important to me as I have the privilege of presenting this opportunity to a deserving associate and to witness them develop and grow within the golf industry.

Would you like the PGA to share your profile via our social media platforms? Yes.

Instagram: greyling.jacques

Facebook: Jacques Greyling

LinkedIn: Jacques Greyling

