

ANDREW MATTHEWS

PGA Fellow Professional | Club Management Diploma (CMDip)

INTERNATIONAL GOLF EXECUTIVE

General Management | Strategy | Governance | Golf Operations | Member Experience

Antipolo, Philippines | British Citizen | Internationally Mobile

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EXECUTIVE PROFILE

International Golf Executive with 33 years' experience leading member-owned clubs, commercial golf businesses, championship facilities, academies and resorts across Europe, the Middle East and Asia. Board- and owner-facing General Manager with responsibility spanning strategy, governance, finance, operations, member experience, facilities, commercial performance and people development.

Combines strategic thinking with visible, hands-on leadership and a record of operational transformation, revenue and profit improvement, membership growth, international event delivery and the development of accountable, service-focused teams.

EXECUTIVE SCOPE

33 Years in Golf • 6 Countries • GM / MD Leadership • Boards, Owners & Investors

Member-Owned Clubs • Commercial Golf • Resorts • Academies • Championship Facilities

CORE EXPERTISE

- Strategic & General Management
- Corporate Governance & Board Relations
- Commercial & Financial Management
- Golf, Clubhouse & Hospitality Operations
- Member & Guest Experience
- Property, Facilities & Capital Projects
- People Leadership & Talent Development
- Stakeholder, Partner & Event Management

SELECTED EXECUTIVE IMPACT

Valley Golf & Country Club: Leads a 36-hole private shareholder-owned club serving approximately 1,600 members, with 109 employees, 450+ caddies and multiple concession partners.

Els Performance Golf Academy: Grew membership from approximately 100 to 350+, more than doubled membership and coaching revenue, and increased annual business revenue to approximately US\$1.5 million.

Al Hamra Golf Club: Improved net profit by more than AED 2 million while achieving approximately 90% membership retention and broadening commercial revenue streams.

Emirates Golf Club: Managed an annual membership revenue budget exceeding AED 40 million and helped drive membership to waiting-list status and Gold Flag recognition.

PROFESSIONAL EXPERIENCE

GENERAL MANAGER

Valley Golf & Country Club | Philippines

April 2025 – Present

Reporting directly to the President and Board of Directors with executive responsibility for the strategic and operational leadership of one of the Philippines' largest private, shareholder-owned golf clubs: 36 championship holes, approximately 1,600 shareholder-members, 300+ rounds daily, 109 employees and 450+ caddies.

- Provide executive leadership across strategy, financial management, budgeting, governance, risk, organisational development and regulatory compliance.
- Lead a complex multi-stakeholder operation encompassing golf, clubhouse operations, member experience, facilities, capital projects, concession partners and contractors.
- Established the Property & Assets Department, strengthening accountability for the Club's physical estate, asset management and maintenance planning.
- Introduced the Golf Operations Management Trainee Programme, creating a structured pathway for future golf-operations leadership.
- Expanded proactive member communications and advanced member-facing digitalisation, including online tournament registration and the Valley Local Handicap System.
- Led the Club to receive the 2026 Prestige Golf Award – Elite Caddie Excellence.

CONSULTANT & GOLF COACH – SELF-EMPLOYED

Philippines

June 2024 – March 2025

Independent consulting and golf-coaching period in the Philippines between international executive appointments.

GENERAL MANAGER

Sapa Grand Golf Course | Vietnam

December 2023 – May 2024

Appointed by Absolute Golf Services to support the operational, commercial and strategic development of Sapa Grand Golf Course during its early years of operation.

- Developed the 2024 operating budget, annual business plan and strategic priorities, including financial planning for the new clubhouse.
- Supported the transition from start-up operations towards a sustainable long-term operating model, strengthening financial, operational and governance frameworks.
- Partnered with local management to strengthen leadership capability, planning, SOPs, service standards and staff development.
- Supported commercial development through sales, marketing, golf tourism and stakeholder partnerships.

MANAGER

Prosports International | UAE & Qatar

January 2023 – December 2023

Supported the strategic growth of a major Middle East golf retail, wholesale and distribution business operating professional shops, Golf Superstore outlets, e-commerce platforms and specialist retail concepts.

- Led marketing, digital communications and social media across Prosports International, Golf Superstore and Mulligans Golf Dubai.
- Supported retail expansion, merchandising and operational planning across the UAE and Qatar.
- Played a key role in opening Golf Superstore at Yas Mall and launching Mulligans Golf Dubai.

DIRECTOR OF GOLF & DIRECTOR OF SALES & MARKETING

Abu Dhabi Golf Club | United Arab Emirates

August 2022 – December 2022

Fixed-term executive assignment leading Golf Operations and Sales & Marketing at a premier Middle East championship venue and former host of the Abu Dhabi HSBC Championship.

- Held executive responsibility for golf operations, commercial performance, sales, marketing, business development and service delivery.
- Oversaw golf events, member competitions, corporate golf days and premium hospitality experiences.

SELECTED LEADERSHIP EXPERIENCE

MANAGING DIRECTOR

Els Performance Golf Academy | Hanoi, Vietnam

July 2018 – July 2022

Reported directly to the owner with full executive accountability for strategy, P&L, budgeting, capital expenditure, operations, marketing, business development and long-term growth, leading approximately 70 associates.

- Grew membership from approximately 100 to more than 350 while more than doubling membership and coaching revenue.
- Increased annual business revenue to approximately US\$1.5 million.
- Rebuilt Vietnam's leading international PGA coaching team and scaled delivery to more than 1,000 coaching lessons per month.
- Expanded the undercover driving range from 30 to 50 bays and enhanced teaching and practice facilities.
- Led the business successfully through the COVID-19 pandemic and supported strategic planning for the proposed Ernie Els-designed Championship Golf Course.

HEAD OF GOLF CLUB

Al Hamra Golf Club | Ras Al Khaimah, United Arab Emirates

September 2016 – July 2018

Led the strategic, commercial and operational management of an award-winning championship golf club, with responsibility across P&L, hospitality, marketing, member experience, course presentation and a multidisciplinary team of more than 90 associates.

- Improved net profit by more than AED 2 million compared with the previous financial year.
- Achieved approximately 90% membership retention and increased Summer Access Pass sales by 50%, with 26 pass holders upgrading to full membership.
- Introduced additional revenue streams and member experiences including FootGolf, GCQuad technology and simulator experiences.
- Delivered the European Challenge Tour Ras Al Khaimah Challenge in 2016 and 2017 and the 2018 Challenge Tour Grand Final.
- Developed international hotel, tourism and golf-sector partnerships, representing the Club at major global travel events.

GOLF OPERATIONS MANAGER

Dreamland Golf Club | Baku, Azerbaijan

September 2015 – September 2016

- Led golf operations, outside services, retail, tournaments, membership, golf services and guest experience during launch and early development.
- Played a key role in the successful Grand Opening and achieved 156 golf membership sales within one month.
- Developed SOPs, operational processes, service standards and the Club's first Members' Golfing Calendar.

EMIRATES GOLF CLUB – PROGRESSIVE LEADERSHIP

Dubai, United Arab Emirates

July 2009 – July 2015

Progressed from Golf Coach to Golf Operations Manager and Membership Services Manager at one of the Middle East's premier golf clubs and championship-event venues.

- Led Membership Services and Reception with an annual membership revenue budget exceeding AED 40 million.
- Helped increase membership to waiting-list status and led the department to achieve 59 Club Gold Flag recognition.
- Delivered the DubaiGolf Culture Programme to more than 850 colleagues and held senior operational roles at the Dubai Desert Classic and Dubai Ladies Masters.
- Launched and developed Night Golf operations, including a sell-out access programme, competitions, corporate events and a dedicated operational team.

CAREER FOUNDATIONS

HEAD PGA GOLF PROFESSIONAL INSTRUCTOR

Sutton Fields Golf Centre / LETS Golf Academy | United Kingdom

March 2006 – July 2009

Founded and operated LETS Golf Academy, combining coaching, business development, marketing, client relationships and commercial management. Developed structured coaching programmes, junior development and digital client resources while growing Academy and facility revenue.

SENIOR PGA GOLF PROFESSIONAL INSTRUCTOR

PlayGolf Manchester | United Kingdom

May 2004 – March 2006

Delivered professional coaching and corporate golf experiences at a leading public facility; introduced the Golf Foundation TriGolf programme into local schools and presented a ten-week television golf-instruction series.

SENIOR PGA GOLF PROFESSIONAL INSTRUCTOR

Golfbaan IJsselweide | Netherlands

August 2003 – May 2004

Combined coaching, membership sales and business development; introduced the Academy's first video-coaching system and achieved a 100% pass rate for clients undertaking the Dutch GVB golf licence.

HEAD PGA GOLF PROFESSIONAL

Poulton Park Golf Club | United Kingdom

September 1999 – August 2003

Managed the professional operation, Golf Shop, coaching, retail, visitor services and commercial development; introduced video coaching and launched the Club's first members' website.

EARLY CAREER

United Kingdom

1993 – 1999

Progressed through Assistant PGA Professional, PGA Golf Professional and Head Assistant roles across Didsbury Golf Club, Drive-Time Golf Centre, Blundells Hill Golf Club and Northenden Golf Club, completing the PGA qualification and building a foundation in coaching, retail, golf operations and member service.

PROFESSIONAL QUALIFICATIONS & DEVELOPMENT

- PGA Fellow Professional — The Professional Golfers' Association | Awarded 2016
- Club Management Diploma (CMDip) — Club Managers Association of Europe | 2018
- CMAE Management Development Programme — Levels 1–3 | 2016–2019
- Financial Accounting Part 1 Certification — NASBA | 2024
- R&A Level 3 Rules & Referees Course — St Andrews | 2014
- R&A Level 2 Rules School / Exam — Dubai (Qualified) | 2014
- TrackMan Level 1 & Level 2 Certification | 2023
- NLP Master Practitioner Diploma | 2005

EXECUTIVE REFERENCES

Executive and professional references available upon request, including senior international golf-industry executives, General Managers and PGA Professionals.