

ANDREW MATTHEWS

PGA Fellow Professional | Club Management Diploma (CMDip)

INTERNATIONAL GOLF EXECUTIVE

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



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33

Years in Golf

6

Countries

GM / MD

Executive Leadership

~1,600

Valley Members

450+

Valley Caddies

EXECUTIVE PROFILE

International Golf Executive with 33 years' experience across member-owned clubs, commercial golf businesses, championship facilities, academies and resorts throughout Europe, the Middle East and Asia. Board- and owner-facing leader with a track record spanning strategic management, governance, commercial performance, member experience, operational transformation and people development.

CAREER TRAJECTORY

2025 – Present General Manager
Valley Golf & Country Club, Philippines

2023 – 2024 General Manager
Sapa Grand Golf Course, Vietnam

2022 Director of Golf & Sales & Marketing
Abu Dhabi Golf Club, UAE

2018 – 2022 Managing Director
Els Performance Golf Academy, Vietnam

2016 – 2018 Head of Golf Club
Al Hamra Golf Club, UAE

2015 – 2016 Golf Operations Manager
Dreamland Golf Club, Azerbaijan

2009 – 2015 Membership Services / Golf Ops
Emirates Golf Club, Dubai

1999 – 2009 Head PGA Professional / Senior PGA Instructor
UK & Netherlands

1993 – 1999 Assistant → Head Assistant PGA Professional
United Kingdom

CORE EXPERTISE

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

SELECTED EXECUTIVE IMPACT

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

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

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

Emirates Golf Club
Managed a membership revenue budget exceeding AED 40 million, helping drive membership to waiting-list status and Gold Flag service recognition.

Dreamland Golf Club
Played a key role in Grand Opening operations and achieved 156 membership sales within one month.

EXECUTIVE VALUE

- Board- and owner-facing leadership across differing governance and ownership models.
- Experience leading mature private clubs, start-up operations, resorts, academies and commercial golf businesses.
- Combines strategic thinking with visible, hands-on leadership and a strong focus on accountability, communication and continuous improvement.

QUALIFICATIONS

- PGA Fellow Professional (2016)
- Club Management Diploma, CMAE (CMDip, 2018)
- CMAE Management Development Programme Levels 1–3
- Financial Accounting Part 1, NASBA (2024)
- NLP Master Practitioner (2005)

LISTEN • UNDERSTAND • STRUCTURE • COMMUNICATE • EMPOWER • IMPROVE