

JON HORNER, PGA

STRATEGIC GOLF PROFESSIONAL DRIVING EXCELLENCE IN OPERATIONS

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PROFILE

Dynamic golf professional with extensive experience in golf operations, instruction, and management across premier golf clubs and schools. Proven ability to drive revenue growth, enhance member satisfaction, and elevate service standards through strategic leadership and operational excellence. Expert in managing high-caliber golf facilities, with a track record of developing innovative teaching programs and engaging diverse client bases, from juniors to corporate clients. Skilled in leveraging technology and data-driven strategies to optimize performance and foster team development. Committed to delivering exceptional golf experiences and cultivating strong community relations within prestigious golf environments.

CORE COMPETENCIES

- ❖ **Strategic Leadership:** Drives operational excellence and revenue growth through innovative management of golf operations, enhancing service standards and member satisfaction across premier golf facilities.
- ❖ **Program Development:** Develops and implements cutting-edge teaching programs and junior camps, significantly increasing participation and revenue, and establishing a benchmark for instructional excellence.
- ❖ **Revenue Optimization:** Expert in identifying and executing growth strategies in tournament operations, instruction, and merchandising, achieving notable increases in gross sales and private lesson revenue.
- ❖ **Team Development:** Leads and mentors a diverse team of golf professionals and staff, aligning facility objectives with staff goals through strategic training and development initiatives.
- ❖ **Community Engagement:** Engages actively with club members and the wider golf community through regular participation in tournaments and strategic community relations efforts, bolstering member loyalty and club prestige.

PROFESSIONAL EXPERIENCE

MENLO COUNTRY CLUB | Woodside, CA

1st Assistant Golf Professional

September 2020 – Current

Guarantee exceptional member service at a prestigious private golf club generating annual revenues of \$9.0M by coordinating with a dedicated team of over 125 staff. Support the Head Golf Professional in managing all facets of golf operations, including staffing, training, and day-to-day management of 15 golf department employees. Oversee the golf operations team to enhance member service, satisfaction, and expand golf offerings through strategic leadership and operational oversight.

Assist executive leadership with budgeting, financial forecasting, and identifying revenue growth opportunities. Develop key growth strategies to enhance tournament operations, instructional programming, and merchandising. Implement quarterly goal-setting meetings to align staff professional interests with facility objectives. Establish and monitor key performance indicators for the golf department to track progress and drive continuous improvement. Participate in committee meetings, ensuring thorough follow-through on club requests.

Selected Achievements:

- Directed merchandise strategies, achieving \$755,000 in gross sales in the first year of the new clubhouse and golf shop.
- Assisted in planning and executing golf tournaments, utilizing Golf Genius and Jonas POS software for record-keeping.
- Recruited and trained team members, raising service standards while also achieving a reduction in labor costs for external service operations.
- Authored a comprehensive staff operating manual to set clear, measurable standards, ensuring accountability and consistent service quality across the department.
- Regularly engaged with club members and students through playing in weekly and PGA section tournaments, enhancing community relations and member engagement.

Director of Instruction

July 2013 – August 2020

Managed golf instruction at a premier golf club known for its luxurious amenities, including an 18-hole championship course designed by Robert Trent Jones, Jr. Coordinated with the golf professional staff to develop member engagement activities, including tournaments and special event clinics.

Oversaw a comprehensive teaching program, integrating services from top industry professionals to enhance player development. Created a teacher training curriculum tailored for CordeValle golf professionals, establishing a standard of instructional excellence. Collaborated with renowned golf instructors to host guest teacher clinics, enriching the learning experience for members and staff.

Selected Achievements:

- Designed specialized clinics that drove hard good sales from \$242,000 in 2012 to \$498,000 in 2020.
- Engineered a “Holistic Approach” teaching program that boosted private lesson revenue by 477% from \$20,798 in 2012 to \$148,992 in 2020.
- Developed corporate clinics for major Silicon Valley companies, leading to a 392% increase in clinic revenue from \$4,083 in 2012 to \$20,098 in 2020.
- Increased junior golf camp revenues by 466%, growing from \$2,443 in 2012 to \$13,829 in 2020, significantly enhancing youth participation.

JIM MCLEAN GOLF SCHOOL | Miami Beach, FL

Operations Manager / Golf Instructor

June 2011 – June 2013

Managed operations at a globally recognized premier golf school, renowned for its personalized instruction and advanced coaching technology. Supervised a team of eight full-time instructors, ensuring adherence to the highest standards of golf education and customer service.

Directed corporate and group clinics, tailoring programs to suit the needs of clients from major corporations such as Morgan Stanley and Bank of America. Coordinated comprehensive summer junior camps and organized weekly staff training sessions to foster continuous improvement in instructional techniques and operational efficiency. Led the execution of marketing strategies, including website enhancements, social media engagement, creation of promotional brochures, and development of a robust student database.

Selected Achievements:

- Sustained an average of over 25 hours per week in direct golf instruction, significantly enhancing student performance and satisfaction.
- Implemented innovative updates to the schools teaching system and integrated advanced technology to optimize instructional methods and student learning outcomes.
- Elevated the school's operational standards through strategic marketing initiatives and continuous professional development of instructional staff.

JIM MCLEAN GOLF SCHOOL | Doral, FL

Personal Assistant to Jim McLean

May 2010 – May 2011

Assisted in daily operations at one of the top golf schools in the U.S., renowned for its advanced technology and high-level golf instruction. Facilitated the operational setup and launch of two new satellite locations in Miami, Florida, expanding the school's geographical footprint and service capacity.

Supported the development and publication of key golf instructional content, including books and major magazine articles. Supported collaborations with top touring professionals, aiding in tailored training sessions that aligned with their needs.

Selected Achievements:

- Facilitated and ran 20+ multi-day golf schools, managing logistics and instructional content for groups of 6-12 students.
- Coordinated over 200 golf lessons, ensuring seamless execution and personalized training under Jim McLeans methodology.
- Delivered follow-up lessons independently in Jim McLean's absence, applying advanced instructional techniques to maintain training continuity.
- Contributed to the writing and editing of “The Slot Swing” book and several Golf Digest articles, enhancing the schools instructional reach.

EDUCATION

UNIVERSITY OF NEVADA | Las Vegas

Bachelor of Science in Recreation and Sport Management
Concentration in Professional Golf Management

August 2006 – August 2009

- Class Rank 3rd, 1st within PGA Golf Management
- Elected to PGA Membership August 2009

CERTIFICATIONS & MEMBERSHIPS

- ❖ PGA Certified Program - Golf Operations
- ❖ Golf Genius Certification
- ❖ Association of Golf Merchandisers (AGM) Member
- ❖ Golf Business Network (GBN) Member

ACCOLADES

- ❖ Nominated for Assistant Golf Professional of the Year, 2022 & 2023
- ❖ Golf Digest Best Young Instructor, 2017 – 2025
- ❖ Golf Digest Best in State, 2017 – 2025
- ❖ PGA Monterey Chapter Teacher of the Year, 2019
- ❖ Instructor to 2024 USGA Girls Junior Champion - Kiara Romero

PROFESSIONAL REFERENCES

Jim McLean, PGA | jimmclean63@gmail.com

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