



Tommy Lee, PGA Golf Professional

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PROFILE

Director of Instruction with over 10 years' experience in management, administration and start-up of few new high-end golf learning centers. Possess strong background in elevating all aspects of golf operations. Major strengths include:

- Profitable Golf Academy Operations
- Junior golf, Camp, Clinics.
- Tournament Operations
- Individual and Group Instructions
- Excellent Customer Service
- Leadership, Team Work
- Marketing, Sales & Promotional Strategies
- Attention to Detail

OBJECTIVE

To become the Director of Instruction at a first rate facility in order to provide the membership the finest quality golf operation possible. Through hard work, attention to detail, and superior commitment to service. I will provide an environment all members and guests will enjoy and grow the game.

PROFESSIONAL EXPERIENCE

D1 Golf Academy, LLC

Founder, August 2015 – Present

Upper Saddle River, NJ

- Provide coaching to groups and individuals that is of a consistently high quality and meets or exceeds customer needs and expectations. Responsibilities include identifying the needs and key performance factors of each participant, designing, planning and delivering a series of linked coaching sessions that take into account the motivators/drivers of individuals, monitoring and evaluating progress to develop performance
- Provide year around coaching program to junior golf athletes to prepare them for local, regional, and national tournaments using mentoring program. The program's goal is to develop well-trained, confident, athletic competitors who reach the ultimate objective: peak performance in competition
- Provide number of different programs for golfers of all ages and abilities from adults to juniors utilizing current state of art technology such as SAM Puttlab, GCQuad, TrackMan, K-vest 2D and 3D, V1 software, Wright balance technology and Boditrak to enhance and improve students' performance
- Highly active in searching and creating new instructional programs that are attractive to all levels of golfers and recently I have chosen Operation 36 for Juniors and try to promote it in adults program
- Extremely passionate about the game of golf and helping all golfers achieve success with personalized approach to custom club fitting
- Serve as a NJ PGA Section Junior Golf Committee member to promote the game of golf for junior athletes as well as serving as a rule officer
- Proactively participate in local, state, and sectional tournaments to maintain a high level of playing ability, especially in Section run Pro-am events

ZYZ Golf Professional Co., Ltd

Beijing, China

Vice President/Director, September 2010 – July 2015

- Managed the total instruction program for JE Mansion Corp, staff of five instructors and annual Instruction revenue of over \$300,000, took personal responsibility for delivering a profitable coaching program that is of a consistently high standard and meets or exceeds the needs and expectations of the facility, members and customers
- Consulted and delivered market intelligence, insights, and trends to educate golf management companies and golf facilities in public, private, and resort sectors to increase their revenue in golf instruction program
- Participated in creating and developing golf instruction manual with PGA of China for their Professional Golf Management program and continuing education
- Planned and executed large instructional clinics for cooperate events' such as Auto Manufactures, Investment Banks, and IT industries
- Organized summer and winter golf camp for Juniors and Chinese national team in the U.S. to promote competitive minds and to participate in the tournaments

GolfTEC

Paramus, NJ

Certified Personal Coach, March 2009 – August 2010

- Helped clients to improve and to have sustainable progress in their tee-to-green game management such as, but not limited to, distance maximization and ball-striking skills
- Provided a full spectrum of lessons to accommodate various skill levels and learning objectives
- Provided club-fitting consultation and conditioning for optimized equipment selection

Campbell University, PGM Program

Buise Creek, NC

PGM Teacher's Assistant, January 2008 – December 2008

- Worked as teacher's assistant for the Lundy-Fetterman School of Business and the PGM program
- Assistant teacher for PGM instructors' development course, players' development course, and club fitting
- Putting assistant researcher for David Orr, Flatstick Academy

OTHER RELEVANT EXPERIENCE

- Was a certified golf instructor for David Leadbetter Golf Academy in Seoul, Korea
- Worked with Instructor Mac O'Grady. (M.O.R.A.D.)
- Played on the Korean Tour during 2003 and 2007 season
- Event organizer for NY/NJ K.J. Choi Golf Foundation
- Volunteer golf coach through local schools, town's recreation department and youth church program

EDUCATION

Bachelor of Business Administration (Major: Professional Golf Management)
Campbell University – Buies Creek, NC
Member of Campbell University Men's Golf Team

CREDENTIALS

Golfing Machine Certified Instructor, Golf Stroke Engineer Bachelor (G.S.E.B.)
Titleist Performance Institute Certified Instructor TPI Level-2
Trackman Certified Operator
PEAK Certified Professional
Wright Balance Technology Certified
Operation 36 Certified Professional
Microsoft Office Specialist in Word and Excel

PERSONAL

Military Service, South Korean Army (April 2003 – May 2005) - Joined the KATUSA (Korean Augmentation to the United States Army) program and served in the United States Army. Awarded with Army Achievement Medal, Army Commendation Medal, and Meritorious Service Medal

Languages - Fluent in English and Korean, and conversational in Chinese

AFFILIATIONS

Class-A PGA Member in Good Standing