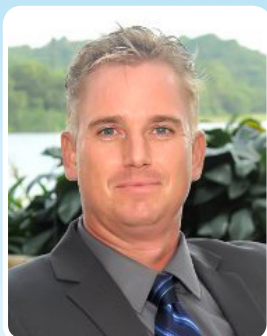


CURRICULUM VITAE



ADAM ROBERTSON

✉ golfkenya@yahoo.co.uk

🇬🇧 British

in linkedin.com/pub/adam-robertson/1/7b3/89a

EMPLOYMENT HISTORY



GENERAL MANAGER; SKY LAKE RESORT, HANOI.

- Report directly to Board of Directors on the development and implementation of marketing initiatives and operations.
- Responsible for training and setting quality standards at a 36 hole golf resort. Emphasis on Total Quality Management.
- Setting KPI's and key targets for each department head



ON JOB ACCOMPLISHMENTS

- Achieved soft open of Sky Course, 18 hole championship golf course.
- Opening of new golf shop offering 6 brands.
- Introduction of profitable member tournaments.
- Record number of golf rounds achieved in January.



GENERAL MANAGER; RAFFLES COUNTRY CLUB, SINGAPORE

- Report directly to Club President and General Committee (GC) on the development and implementation of all Club's activities including marketing, financial control and operations.
- Submit a consolidated annual budget and capital expenditure plan to GC.
- Select subordinate staff, determine their accountabilities & prepare remuneration recommendations for approval by the GC.
- Determine overall long range objectives and recommended their adoption for the GC: prepare plans and programmes to achieve approved objectives and oversee their implementation.



ON JOB ACCOMPLISHMENTS

- Improved the playability and consistency of the Lake Course greens transforming the hybrid greens to tifeagle for a more consistent putting surface.
- Introduced two new caterers to the club and revitalized the recreation area which otherwise had been stagnant and void of customers.
- Improved the overall member expectations of the club with a focus on quality customer service, general aesthetics of the clubhouse such as facility improvement and introduced new and unique dining concepts.



GENERAL MANAGER; ANGKOR GOLF RESORT, SIEM REAP, CAMBODIA

- Pre-opening training of staff and input of facility within 3 months of Official opening in November, 2007.
- Reported directly to the owner on the monthly productivity of the operation.
- Responsible for the local and expatriate staff under my direction.
- Yearly Business Development and Marketing plans in conjunction with budgetary plans.
- Strong emphasis on Brand awareness in the international market.
- Responsibility for operating costs and expenses.



ON JOB ACCOMPLISHMENTS

- Yearly increase in rounds and revenue.
- Achieved "5 star Certificate of Excellence" from Trip Advisor and Asian Golf Monthly awards.
- Increase in the number of golf groups, MICE & corporate incentive groups to Angkor Golf Resort.
- Founded the Angkor Amateur Open as one of the most successful Amateur tournament in Cambodia.
- Successfully ensured the smooth completion of the Handa Faldo Cambodian Classic, Asian Tour event and Faldo Series Asia.
- Ensured Angkor Golf Resort attained profit in its first 4 years of operation and increased the number of rounds by more than 63% in the space of 5 years.



ADAM ROBERTSON

CURRICULUM VITAE



DIRECTOR OF GOLF & MARKETING, YALONG BAY GOLF CLUB, CHINA

- Responsible for all marketing strategies and business development plans to promote Sanya to the international market.
- Responsible for 11 sales staff and section heads of Operation staff.
- Responsible for the overall service aspect in the clubhouse to all members and guests, handling complaints and setting policies and procedures.
- Spearheaded the success of 2 Asian Tour events.



DIRECTOR OF GOLF, LEISURE LODGE BEACH & GOLF RESORT, KENYA

- Improved overall playability of golf course.
- Implemented club house policies and procedures.
- Raised the national and international profile by increasing awareness.
- Developed staff training manuals and adopted role playing scenarios.
- Implemented a strong social golf program.
- Assisted with Hotel Operation through Duty manager role, and oversaw leisure facilities within the hotel.



ON JOB ACCOMPLISHMENTS

- Increased membership by 40%.
- Increase of number of visiting golfers by 29%
- Increase in green fee revenue by 32%
- Increase in corporate golf tournaments by 50%
- Established new revenue streams with Food and beverage, amateur golf tournaments.



MARKETING / GOLF OPERATION DIRECTOR FOR SIAM GOLF PROPERTIES, THAILAND

- Marketing and raising the profile of 2 properties.
- Headed the sales and marketing team for both properties.
- Set sales and marketing strategies to an international market.
- Set down guidelines and training for golf operation staff.



ON JOB ACCOMPLISHMENTS

- Implemented marketing strategies to capture Japanese market.
- Spearheaded solid sales and marketing initiatives.
- Training of local staff and corporate golf awareness.

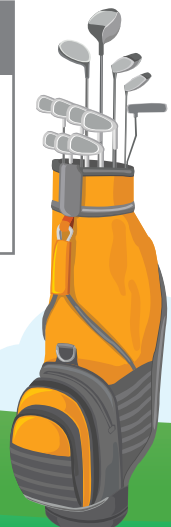


EXECUTIVE GOLF MANAGER, MISSION HILLS GC, CHINA

- Ensured a smooth golf operation at one of the busiest golf courses in China.
- Structured a golf calendar for members.
- Ensured proper guest relations and quality customer service was attained.
- Assisted in the success of 2 major Asian PGA tournaments.
- Established Golf and Social committees and chaired each one, comprising of mix nationalities.
- Supervised and trained 250 staff ranging from golf operation to caddies, through a range of role play scenarios & incentives.

EDUCATION	
4 "A" levels High School Dundee	Edinburgh Napier UNIVERSITY Marketing and Tourism Studies
	Post Graduate degree Golf Management, Edinburgh, May 2002 – May 2004.

REFERENCE
References upon request.



2

