



# GOLF

## HIGHER EDUCATION CASE STUDIES



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“  
Myerscough gave me the ability and freedom to select my own areas of study, with the flexibility to research and study into an area I was personally interested in.”



## My success

### From student to Elite Performance Coach Dr Daniel Adams

I studied a Professional Doctorate in Elite Performance Coaching & BA (Hons) Golf Management, graduating in 2019.

Over the last decade I have coached at nine major championships and worked with more than 40 tour players. I provide personalised coaching to a number of elite level golfers whilst running an online coach education programme. This can include discussions and education sessions across multiple performance disciplines such as biomechanics, professional judgement and decision making, skill acquisition and motor control or psychology.

Myerscough gave me the ability and freedom to select my own areas of study, with the flexibility to research and study into an area I was personally interested in. My advice is it's not just the qualification that gets you where you want to be. It is the person behind the degree, and you have to show employers the other skills and knowledge you have developed in order to land the job!

MygolfMyfutureMyambitionMycareer

“  
Myerscough provided me with the platform for my career to date, not only the knowledge I gained whilst studying but also the friendships and industry connections that I still rely on today.”



## My success

### From student to Head of Sales & Marketing Mark Addison

Upon graduation, the combination of my BA Hons in Golf Management and retail sales experience helped me to secure a role within the De Vere Hotel Group. I then worked at Formby Hall in the role of Golf Sales & Business Development Manager, before a spell with The Belfry and Cameron House on Loch Lomond as Sales Director, being responsible for the vision and delivery of a sales strategy at both properties, and building strong relationships with key customers including tour operators, corporates and event agencies.

Currently, I'm at JCB Golf & Country Club, with the remit to implement a business strategy and allow the club to sustain its own long-term future. I've also travelled all over the Europe and the USA.

Myerscough provided me with the platform for my career to date, not only the knowledge I gained whilst studying but also the friendships and industry connections that I still rely on today. I also met my wife while studying!

For anyone unsure of where they belong within the golf or sports industry, I would recommend sales & marketing as a good starting point. The golf industry in the UK is in need of some fresh sales talent and future leaders.

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*I really enjoyed the many opportunities Myerscough gave me to gain real first hand industry experience.*



## MySUCCESS

### From student to Head of Sponsorship **Lloyd Bailey**

I graduated with a degree in Golf Management, which allowed me to then complete a Masters in Sports Management. I worked for a golf management company, managing the lives and careers of European tour golfers, before securing my current role as Head of Sponsorships for Staysure.

I manage all the companies golf portfolio, from professional events and the sponsorship of the Staysure tour, to our involvement in the amateur game. I also manage our PR and marketing commitments.

I really enjoyed the many opportunities Myerscough gave me to gain real first hand industry experience. I was fortunate enough to work with the likes of ABC Television, IMG and European tour events. One of the most abiding memories is the people, both staff and students, many of which I still speak to and call friends.

The world of golf is a small place so treat everything as an opportunity. It's a great sport for making lifelong friends!

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*It is not easy to enter the golf industry so make sure that you stand out from the crowd.*



## MySUCCESS

### From student to German Golf Club Manager **Amélie Bernsdorf**

After my degree in Golf Management I achieved a Masters in Sport Management, helping me to my current role as manager of the Stahlberg Golf Club in Lippetal, Germany. My duties include administration of memberships, membership accounts and customer care, supervising of all business operations, greenkeeping, accounts, finances, marketing and HR, working closely with the golf club, administrating golf course usage, organisation and execution of all golfing events and business development and planning. I have worked for other clubs in Germany and also on Ladies European Tour as an Event Co-ordinator.

The hands-on experience of working on the European Tour while studying was fantastic and the friendly and well educated staff and great facilities meant it was a great experience to study, live and work at Myerscough.

It is not easy to enter the golf industry as it is a very popular occupation, so make sure that you stand out from the crowd by completing your degree and enhancing your knowledge of the industry.

MygolfMyfutureMyambitionMycareer

“  
*Myerscough College enabled me to improve my knowledge towards all aspects of golf and helped me figure out what path I wanted to take.*  
”



## MySUCCESS

### From student to Dubai Teaching Professional **Andrew Carter**

Since Graduating from Myerscough, I have completed my PGA Degree at The Island Golf Club in Ireland, and I am now based in Dubai at the home of the European Tour & DP World Tour Championship, Jumeirah Golf Estates. I coach golfers from juniors and beginners through to elite level.

Along with my passion for golf, Myerscough College enabled me to improve my knowledge towards all aspects of golf and helped me figure out what path I wanted to take as I soon realised playing golf was not going to be one of them! Living at the college, making friends and 'fending for myself' also helped shape me in to a person who can live away from home and continue to grow.

If you want to succeed in golf then it will take hard work and you must be prepared for long working hours but with lots of fun and laughs along the way. It definitely beats sitting in an office!

MygolfMyfutureMyambitionMycareer

“  
*Without Myerscough I would not be living in England, nor would I have the job I currently have!*  
”



## MySUCCESS

### From student to Events Executive **Caolan Crawford**

Since graduating, I have taken up my role as the Events Executive for the PPL Group, which I applied for and attained before I had finished my course. Since then I have attended and worked at events such as Wimbledon, The Ashes, The Open and the Rugby 6 Nations. It's been a shock to the system having moved country and now having to travel the majority of weekends to different locations across the country, but it has been an amazing learning experience and hopefully a defining job in my life.

For me Myerscough is all about the people and friends I have made. Without it I would not be living in England, nor would I have the job I currently have. The opportunities given helped shape my career! I will always be thankful to the staff at Myerscough for helping me through my three years there and giving me and everyone else the best chance to succeed.

I knew from the minute I started helping with events on my course that this is what I wanted to do. So just take your time to find what you are really good at, and the enjoy and pursue it! It will take time but you will be rewarded in the long run!

MygolfMyfutureMyambitionMycareer

“  
Hard work will ensure you climb the ladder quicker than you think.”



## MySuccess

### From student to International Golf Account Manager Phil Davies

I am account manager for a specialist corporate golf agency, providing consultancy, management and event support for corporate golf days in the UK and Europe. I have three key clients - American Golf, Coca-Cola and the London Stock Exchange. All accounts are significantly different with AG aiming to promote the game involving 40 events throughout the year and Coca-Cola a high end corporate event entertaining their key clients. The LSE event is an employee reward event.

My AG role involves liaising with governing bodies (England Golf, Welsh Golf Union, Irish Golf Union and Scottish Golf Union), Sky Sports, various manufacturers and many venues throughout the UK and Ireland to promote a number of different forms of golf aimed at 'growing the game'. I also assist colleagues on other accounts including BMW, Mercedes, Porsche, Bentley, RSMUK, Iceland Foods, Hewlett Packard and BBC World Service.

I was new to golf when I started at Myerscough but it was great to meet so many like-minded people who were keen to make a living in the industry, it is great to look back on the year group we had and see so many people doing well.

Networking is key. Don't just apply for jobs that you see coming available. Instead send your CV, request meetings with key people in the industry to put your case face to face. These contacts will prove valuable when jobs do come up in the future.

Don't be afraid to get into an organisation at a very low level (or even volunteer initially) if you see them as one that will be good for you. Hard work will ensure you climb the ladder quicker than you think.

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“  
The College Golf tour is a great way to improve your game and learn about the industry... even if I was voted worst golfer on tour three years on the trot!”



## MySuccess

### From student to Tournament Administrator Orry Drinkwater

I only graduated two years ago but I'm already the Tournament Administrator for the Ladies European Tour. I have worked on more than 40 tour events in that time, from China to Colombia, and most notably the 2015 Solheim Cup.

A key area I'm involved in is the qualifying tournaments for the tour and then being the rookie liaison; helping brief new rookies on tour life, how to succeed on tour and how to comply with the myriad of regulations! Currently I'm based in the Sport Department which means I control all the entries for tournaments and any breaches in regulations that might result in issuing fines.

At any given tournament my main role is managing the live scoring operation - working with volunteers and liaising with the television production companies for both live broadcasts and highlights programmes. I am currently negotiating our worldwide mobile phone service and office systems upgrade and pursuing new partners and funding for the tour.

My tips to future students...work hard, always smile and be positive as golf isn't a normal 9-5 job - especially working with professional athletes on a worldwide golf tour. Be prepared to do and learn new things every day!

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*The insight, knowledge and opportunities that the team provided both inside and outside the lecture rooms was invaluable.*



## MySUCCESS

### From student to Assistant Golf Operations Manager **Brian Duncan**

I'm Assistant Golf Operations Manager at The Celtic Manor Resort and have been in the industry for more than a decade. In this position, my overall responsibility is to ensure all aspects of the golf operations department run effectively. The Celtic Manor's strategy within golf is to deliver a 5 star experience to all of our members and guests over four golf courses and a golf academy, delivering approximately 150,000 rounds of golf per year and to develop our staff. My day to day role is to ensure all team members are briefed on the daily activities around both the department and resort. To oversee the golf operation ensuring the level of service offered exceeds the expectations of all guests in all areas and to provide ongoing feedback to the team related to their performance.

Within my time at The Celtic Manor Resort, I have had an active involvement with a number of events working as part of the team delivering the 2010 Ryder Cup and NATO conference, working with the European Tour at 9 Wales Opens, 2 Senior Wales Open and a Euro pro event and have been a member of the planning team involved with The Celebrity Cup.

Whilst at Myerscough, I met some fantastic people who I still see and keep in contact with whether it be socially or professionally. The insight, knowledge and opportunities that the team provided both inside and outside the lecture rooms was invaluable. Other great times include working at the Dunhill Links and Mallorca Classic events.

The biggest piece of advice I could offer is to take full advantage of all opportunities that are presented to you and to be prepared to work hard. The golf industry is a network full of opportunity provided you have the correct approach.

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*The experience and exposure you'll get from Myerscough cannot be underestimated and is something that I took full advantage of not only in my studies but also in my career!*



## MySUCCESS

### From student to Group Retail Manager **James Durkin**

I've been fortunate enough to work for Troon Abu Dhabi since graduating from Myerscough, with time at Abu Dhabi Golf Club, and then Saadiyat Beach Golf Club, and so began my venture in to golf retail. I now manage both of these, along with the addition of Yas Links Abu Dhabi. My role involves evaluating trends, driving revenue and ensuring targets are met, and making sure we deliver superior customer service.

Myerscough is all about the people, and the support from lecturers and all of the additional things that are available to you outside of the curriculum. Studying can be difficult, but with the team there to support you and exposure to the industry through great initiatives, it makes it impossible not to enjoy your time there, and ultimately allow you to make the most of your potential.

When an opportunity comes your way, whether its related to your goals or not, take it. The experience and exposure you'll get from just saying yes cannot be underestimated and is something that I took full advantage of not only in my studies but also in my career!

If you love golf there is a place for you in this industry, whatever your level of golfing ability is. People are often surprised when I tell them that I am not PGA qualified or that my handicap is in double figures, but I am the main point of contact for retail at three world class golf facilities. This is also a big part of Myerscough's vision, to support people from all walks of life that have a passion for the game to eventually make their mark and be successful!

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*I would recommend any golf study programme at Myerscough, the tutors are the best and I will never forget them!*



## My success

From student to LETAS Membership & Event Co-ordinator  
**Melissa Eccles**

My big break initially came when I secured a placement with the PGA while I was still studying. The skills I learned I've been able to carry forward into my current role at the Ladies European Tour Access Series.

I work alongside the Tour Director liaising with golf federations, press, staff and promoters around Europe. A majority of my time is spent making sure the membership have all the information needed to prepare for tournaments, ensuring they run smoothly.

I also spend a lot of time working at tournaments. There are 15 in the LET access series. I'm there for the player's needs, and I also update social media, make sure the tournament director has everything in place for the tournament and general tournament administration.

I spent six years at Myerscough and it was one of the best experiences I could have chosen. You really feel like part of a family within the golf department and nothing is too much to ask. I would recommend any golf study programme at Myerscough, it will provide you with so many skills and you will create many friendships.

The tutors are the best and I will never forget them!

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*At Myerscough, the learning environment, the facilities and opportunities to gain real life working experience and have the chance to meet industry specialists were second to none.*



## My success

From student to PGA Professional  
**Tom Fearon**

Immediately after graduating from Myerscough, I started an internship at Frenchman's Creek Country Club in Florida, which led to working at a variety of country clubs around the USA over a three-year period. Getting a small taste of coaching whilst there I decided to do my PGA Training and, after a move back to England, soon started coaching at Trafford Golf Centre where I still work today.

My current role includes the general running of the driving range, teaching academy and café bar, as well as growing my private coaching business.

At Myerscough, the learning environment, the facilities, the opportunities to gain real life working experience and the chance to meet industry specialists were second to none. Linking every subject with real life scenarios, going on trips or bringing in experienced guests was another highlight and I still use a lot of that information today.

You learn new things every day in this industry. Myerscough sets you up for many challenges in your career and is the most practical course you could do. Having completed an extra Foundation Degree in the PGA training after my time at Myerscough, I still believe I wouldn't be doing what I am doing today without those three years!

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*I can honestly say my time at Myerscough was the best years of my life!*



## My success

### From student to Golf Club Manager Martin Fishwick

After finishing my programme, I started my PGA training and turned professional, eventually spending six years at Willow Valley Golf as Golf Retail Manager. The experience put me in great standing for my current role in golf management.

My current role at Windermere involves everything I ever wanted to do when I started my studies at Myerscough at 16-years-old. I oversee everything at the Club including the golf shop, golf course, competitions, marketing, bar & catering, admin and finances.

On the programme you're surrounded by likeminded people that had the same interest in golf. Some of my closest friends today are from Myerscough and I can honestly say it was the best years of my life!

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Opportunities for all to succeed



“

*I work on a number of major tournaments including Solheim Cup ensuring the Player Services are delivered to a consistently high level.*



## My success

### From student to Ladies European Tour Event Co-ordinator Claire Fry

After graduating I worked in TV production for a few years, being a production assistant and camera analyst at events including The British Open. I still do TV work but my current main role is as an Event Co-ordinator at the Ladies European Tour. I work on a number of major tournaments including Solheim Cup in a varied role including assisting with the planning, preparation and management for all LET sanctioned events, ensuring the Player Services are delivered to a consistently high level.

I also support the Commercial Manager in the delivery of a sponsorship service plan for Tour sponsors and contribute to the preparation and management of all documentation within the department including the creation of detailed event manuals and professional post event reports, as well as travel visa assistance and a range of logistics essential to the smooth operation of the LET.

Experience is key to success in this industry, so make ensure you take every opportunity available to gain valuable work experience over your years at Myerscough.

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“  
Carryboarding for Rory McIlroy at Wentworth and caddying for Johan Cruyff in Spain are moments that couldn't have happened without Myerscough!”



## My success

### From student to Callaway Golf Tom Gradwell

Since graduating, I've worked at a Nevada Bobs Store, then moved on to Clubhouse Golf, before I landed my dream job at Callaway Golf Europe, where I run custom fitting events across the North of England, Scotland and Northern Ireland. The main aim of the role is to ensure golfers are using the right equipment for their game. I also represent the brand at large golf shows across the UK.

The programme was brilliant for me. Excellent lecturers, positive atmosphere in the classes, the ability to practice golf in your down time and meeting some excellent mates. Carryboarding for Rory McIlroy at Wentworth and caddying for Johan Cruyff in Spain are moments that couldn't have happened without Myerscough!

There are a lot of jobs out there in the industry, so remain positive and follow your dreams!

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“  
I wouldn't be where I am now if it wasn't for my four years at Myerscough College.”



## My success

### From student to European Tour leaderboard Chris Hanson

I turned professional after gaining my Level 3 Diploma and Foundation Degree in Golf. I'm now competing at tournaments on the PGA European Tour and PGA Challenge Tour. I work hard on my game, the schedule can be tough and you need real dedication, but the rewards are worth it – I'm out there doing what I love! My 2011 season set the ball rolling, winning the PGA EuroPro Order of Merit, with victories in the Motocaddy Masters, the Northern Ireland Open and the Network Veka Classic at Mottram Hall - with a second round 63 and a fifteen under par 201 total, worth £10,000! Things have really taken off since then, with top ten finishes in 2015 at Challenge Tour events in Madrid and Copenhagen and then onto the European Tour Qualifying School, gaining the last card for the 2016 Race to Dubai!

This year has produced some strong performances, including a fantastic 5th place European Tour finish in the Trophee Hassan II, at Rabat in Morocco, worth €58,000 and, most recently 8th place at the KLM Dutch Open - worth another €42,000.

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*I knew when I went to Myerscough that playing golf for a living wasn't going to be for me, but the course made me realise that golf was a realistic industry that I could work in.*



## My success

### From student to The R&A Ed Johnson

I graduated with a BA (Hons) in Golf Management and quickly secured a job at The PGA, based at The Belfry, working there for six years and working my way up to Tournament Director, where I put my knowledge gained about the rules of golf to good use.

I was then put forward for a job at The R&A, based in St Andrews, and I moved to Scotland to take up the Position of 'Manager – Amateur Events and Open Qualifying'. I was later promoted to 'Assistant Director – Amateur Championships'. In this role, I am part of a small team responsible for staging and organising the portfolio of R&A Amateur Championships and International Matches both in GB & Ireland and overseas (in particular in the Asia-Pacific region). I am also Technical Director for the World Amateur Team Championships, and during The Open Championship, I am the in-studio Rules Advisor for the NBC & Golf Channel live broadcast.

I knew when I went to Myerscough that playing golf for a living wasn't going to be for me, but the three year course made me realise that golf was a realistic industry that I could work in if I was willing to knuckle down and work hard. I got the opportunity to see and experience a variety of aspects of what goes in to organising golf tournaments away from simply the playing element and this well and truly opened my eyes and helped shape my career.

My advice is to grab the opportunity Myerscough gives you. I will always be very grateful for the opportunities I was given during my time at Myerscough and was fortunate enough, through hard work and commitment, to have one of those 'doors open' into the industry!

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*Myerscough was an excellent grounding and it showed me the various opportunities that the golf industry can provide.*



## My success

### From student to PGA Senior Tournament Director Chris Joyce

My career began at Celtic Manor Resort where I learnt the trade in golf operations and golf retail whilst also being involved with the 2010 Ryder Cup. Since then, my career with the PGA has really taken off, working as an administrator, then a Tournament Controller, and subsequently moving up to Tournament Director and then to my current position of Senior Tournament Director. In this time I have been fortunate enough to travel to some wonderful places whilst also refereeing on golf's biggest stages, with my career highlight to date coming when I was a referee at the 2018 Ryder Cup.

The most enjoyment that I received at Myerscough College was meeting all the other students that I would share university life with and end up being great friends with. Volunteering at the Alfred Dunhill Links at St Andrew's and Sergio Garcia's hosted event in Spain were two big highlights and a great insight as to how much work goes into running a successful Professional event.

Myerscough was an excellent grounding and it showed me the various opportunities that the golf industry can provide. Having a passion for golf is key, but the motivation to work hard will reap the many rewards that this industry can offer!

MygolfMyfutureMyambitionMycareer

“  
Myerscough provided me with expert knowledge and assistance from tutors as well as fantastic teaching and playing facilities.”



## MySUCCESS

### From student to Greek PGA Professional **Adam Kritikos**

Following the completion of my degree I completed my compulsory 9-month national army service in Cyprus. Following my discharge from the Greek Army, I was approached by Costa Navarino to take up the role of Assistant PGA professional. During my time as assistant PGA professional, I founded and developed the ‘Navarino Junior Golf Academy’ - a talent development program, with the goal of developing the game of golf in the local area.

My current role as PGA professional at Costa Navarino involves teaching as well as operational and tournament organisation roles. In 2015 I was elected onto the board of the PGA of Greece - with the role of Captain - to develop the professional game in Greece through educational and tournament activities. Throughout I’ve worked hard on my competitive tournament profile, with countless appearances in tournaments through the PGA of Greece, the Mena Tour, Pro golf tour and European Challenge tour.

Myerscough provided me with expert knowledge and assistance from tutors as well as fantastic teaching and playing facilities. Being at a place such as Myerscough, where golf is at the centre of the training program is a great experience and one which personally set the foundations for where I am today.

MygolfMyfutureMyambitionMycareer

“  
After your studies, there is no door that cannot be unlocked.”



## MySUCCESS

### From student to PGA Head Professional **Torel Neider**

I graduated from the Foundation Degree programme in 2009 and since then my career has taken me all over Europe and beyond.

This includes spells as General Manager at Saare Golf Club, and the Vierumaki Sports Institute in Finland, as I worked towards becoming a PGA Professional. Since 2016, I have been working as a PGA Professional at Rae Golf, Estonia, where I organise the teaching side of the business, as well as being a full-time golf coach for the customers.

With Myerscough, a big boost for my career as a PGA Professional was to work for the European Tour at events like Dunhill Links and British Masters. Actually seeing up close how the professional tour players and their coaches work is an amazing experience!

Myerscough provides you with all the tools you need to get where you want to go in the golf industry. After your studies, there is no door that cannot be unlocked. Coming to Myerscough was the best academic choice I ever made!

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“  
My advice for student is to give 100% to everything you do. Use all the great facilities Myerscough has to offer and enjoy yourself!  
”



## MySuccess

### From student to Golf Manager **Jonathan Norton**

Since graduating, I worked at Abu Dhabi Golf Club as a Golf Shop Supervisor, before making the move to Hunley Hotel and Golf Club, where I assumed the role of Golf Manager.

During my studies, I enjoyed how practical the course was. We were always learning new things and got plenty of industry experience. Some of my favourite memories were playing on the Golf Tour. This was very well organised and we played some great courses.

My advice for students is to give 100% to everything you do. Use all the great facilities Myerscough has to offer and enjoy yourself! The practice facilities are brilliant, and the accommodation top class.

I have made friends for life from Myerscough. The team have unrivalled connections in the golf industry which is invaluable!

MygolfMyfutureMyambitionMycareer

“  
The things I enjoyed most about my study programme, were the work experience opportunities at European Tour events.  
”



## MySuccess

### From student to Golf Services Manager **Lauren Oatley**

Following the completion of my degree, I started working at Ashton & Lea Golf Club, before an opportunity arose for me to make the move to St Annes Old Links to become their Golf Co-ordinator, and now, Golf Services Manager.

No day is the same. I look after all the golf bookings and events, administer all Opens and Club Competitions and create all our marketing material. The club also hosts many international events where there are opportunities to work with large organisations including the R&A. These events are the highlight of my working calendar.

The things I enjoyed most about my study programme, were the work experience opportunities at European Tour events including the Dunhill Links at St Andrews and the BMW PGA Championship at Wentworth. I also got the opportunity to work at the Ricoh Women's British Open as part of my Dissertation which was a great opportunity. I made friendships that will last a lifetime!

My advice is to throw yourself into everything and take every opportunity that comes, no matter how irrelevant you think it may seem at the time. Retain all the information you collect along the way; you never know when you might need it!

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At Myerscough there's a good mix of theory and practical sessions and it gave me the opportunity to improve as a player whilst studying the game I love.



## MySuccess

### From student to Head of Sponsorship Ross Parker

My BA in Golf Management has enabled me to secure a role as Head of Sponsorship at The Professional Golfers' Association, a role I've held since 2012.

My current role involves sourcing, negotiating and completing commercial deals as well as overall responsibility of the Association's commercial department, including producing proposals for new business opportunities, preparing contracts, liaison with tournament officials and management, managing existing sponsorship relationships and budgeting and invoicing, among my duties in a varied and challenging role.

After graduation I caddied full time on The European Tour until I started at PGA National Headquarters as a Tournament Administrator in December 2007. I held that position for two years and then went on to become Sponsorship Executive, a post which I held until December 2012 where I was then promoted to my current post.

At Myerscough there's a good mix of theory and practical sessions and it gave me the opportunity to improve as a player whilst studying the game I love. A lot of the tutors had also studied there so they understood what it was like for a young person to be growing up in that environment. Myerscough taught me how to grow up and look after myself, especially when living on campus. There was always plenty going on socially and it's important to have a good mix of both.

The advice I always provide to anyone starting out in the industry is to make sure that in the early days of employment, to stick at it and work hard. Go out there and put yourself about. Don't be afraid to introduce yourself to people, you never know who you will meet.

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Opportunities for all to succeed



for GOLF EDUCATION



During my five years at Myerscough, I was fortunate enough to travel around Europe to various golf events.



## MySuccess

### From student to Director of Golf Jon Pilkington

My career started in April 2008 when I was fortunate enough to get an Internship through The Ohio State Programme. I had a successful twelve months in America, and the experience that I gained proved essential in shaping my further career. On returning from America I was employed at Oulton Hall Hotel in various roles. After a spell at Macdonald Hotels, I was back at Oulton Hall, this time in my dream job as Director of Golf.

Everything golf related at the Hotel falls under my umbrella. One of our main aims is to create memorable experiences for all our guests and members. Day to day I am involved in running the golf shop and the golf course and overseeing the whole golf operation, planning commercial strategies and golf related promotions.

During my five years at Myerscough, I was fortunate enough to travel around Europe to various golf events, and this really helped when I got a full time job. I met some exceptional people and took advantage of the many opportunities that presented themselves to me.

I was fortunate enough to make a great network of friends at Myerscough, many of which I still see and are still in the golf industry themselves. The connections that I made have helped develop and shape my career to date. Get your foot in the door, work extremely hard, get yourself known and take the advice and guidance from those around you!

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Opportunities for all to succeed



for GOLF EDUCATION

“  
Myerscough offered me great practical experiences - working on Tour events, experiencing first-hand how major events are run, and two summers spent working in Philadelphia coaching junior golfers.”



## MySUCCESS

### From student to Golf Club Manager **Peter Rishworth**

After graduating, I started work at Marriott Hollins Hall, progressing to the position of Director of Golf, the youngest ever in Marriott's group. For the last decade, I've been club secretary and manager at Moortown Golf Club, overseeing all aspects of the day to day running including Food & Beverage, Professional Services, Course Maintenance and Event Management. As well as office based – Sales & Marketing, Finance and Membership.

Myerscough offered me great practical experiences – working on Tour events, experiencing first-hand how major events are run, and two summers spent working in Philadelphia coaching junior golfers.

My advice is to try get as wider knowledge of the industry as possible. If you choose the path of golf club management be prepared to do anything and everything, it will give you a greater perspective of how clubs operate and understanding that every role has a big impact on the golfer's overall experience.

Take every opportunity on offer whilst at Myerscough, it's a great experience!

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“  
Work hard and don't be afraid to travel, learn new things, learn other languages, and certainly don't be scared to take risks.”



## MySUCCESS

### From student to Golf Club Manager **Lea Salmon**

I got a full time job in the industry soon after graduating and currently manage Torcy Golf Club. I am in charge of the club house, events, communication, bar and catering of the golf, while supervising other employees. It's a demanding role creating schedules, handling human resources issues, coordinating events as well responsibility for marketing and communication.

I found Myerscough to be a great campus to study at and the lectures were complete and diverse. All the tutors are amazingly helpful, nice, and very bright. I particularly enjoyed the Event Management module of my degree.

My top tip is to take every job opportunity you can while studying as it makes a big difference on your CV. Work hard and don't be afraid to travel, learn new things, learn other languages, and certainly don't be scared to take risks. Make sure you get yourself out there.

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Without the dedicated support of all the staff over the years so many people wouldn't be in the positions they are in now within the Global Golf Industry.



## My success

### From student to European Tour Referee Andrew Snoddy

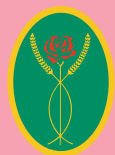
My current role involves refereeing on the European Tour, Challenge Tour and Senior Tour. This includes dealing with course set up, rules and refereeing and the day to day running of Professional Golf Tournaments.

My degree qualification has opened the door for me to work closely with the PGA for a number of years at their national headquarters, with highlights including officiating at the 2014 USPGA and Ryder Cup and the 2015 USPGA and Open Championship.

At Myerscough there's a wide variety of course content and you the chance to work in the field not just the class room. You also get the opportunities to travel, play golf and enjoy great work experience. Everything is well run and without the dedicated support of all the staff over the years so many people wouldn't be in the positions they are in now within the Global Golf Industry.

I would never have thought I would be in the role I am in now when I graduated.

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The opportunities I was given at Myerscough have absolutely been the reason I have worked where I have since graduating.



## My success

### From student to PR & Activations Manager - adidas Dan Southam

Since graduating, I have gone onto work for The Grove, Wilson Golf, Frenchman's Creek Country Club in Florida, Fresh Meadow Country Club in New York, TaylorMade Golf and now I have settled working for adidas! It's been quite the ride, but the experiences I have had around the globe have helped shape my career and I wouldn't have been able to achieve that without the help of all at Myerscough.

In my current role, I oversee all of the PR and Activations of the adidas Golf brand throughout Europe. This ranges from organising media time with European Tour athletes, right the way through to big event activations. I am fortunate that I get to travel with the job as well as meet people from all areas of the sports industry.

The Myerscough staff are second to none and ensure every student maximises their talents. The opportunities I was given have absolutely been the reason I have worked where I have since graduating. I am still very good friends with people I met at Myerscough and I'm extremely thankful for that.

Working at European Tour events, will always live long in the memory! Late nights, early mornings, but when you're behind the scenes helping Sky Sports or carry-boarding for Sergio Garcia, it made the lack of sleep worthwhile!

Enjoy every minute! They were some of the best years of my life so make sure you soak it all in! It's a hell of a ride!

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*The work experience aspect of the course was unique as it enables students to network from an early age in the golf industry and provide an insight into the potential work opportunities in golf.*



## My success

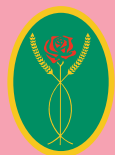
### From student to Director of Golf **Philip Waine**

After graduating, I've had a varied career that's taken me all over the world. This includes the prestigious Marriott Forest of Arden, a spell as first Tournament Coordinator and then Golf Operations Manager at Abu Dhabi Golf Club in the UAE, and then as Director of Golf at the Royal Golf Club in Bahrain.

In 2019, I moved back to the UAE to become the Director of Golf for Trump International Golf Club, Dubai. In my role, I'm accountable for the overall performance of the golf department and manage 30 employees.

The highlight from my time at Myerscough was the work experience at the top professional and amateur tournaments. We had the opportunity to work on European Tour events such as the Mallorca Classic, BMW Championship at Wentworth, Heritage at Woburn and the Alfred Dunhill Links in Scotland. The work experience aspect of the course was unique as it enables students to network from an early age in the golf industry and provide an insight into the potential work opportunities in golf. To this day I still use many of the contacts I met during my three years at Myerscough. This wouldn't have been possible without the work experience opportunities!

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*The international tournament work experience that we got whilst studying at Myerscough helped open the door to my career in golf.*



## My success

### From student to Tournament Director **Michael Wood**

I'm currently the Tournament Director and Technical Manager for the Ladies European Tour. It's a hugely challenging job but a hugely rewarding one too. I'm responsible for all the pre-event tournament management; liaising with host venues, recruiting volunteers, undertaking health and safety assessments and marking the course to ensure the fair and strict applications of the Rules of Golf.

I manage the budget for each tournament and work closely with our live broadcasters to ensure that TV schedules are met. I'm then the Master of Ceremonies for the prize presentations and work closely with the relevant sponsors to maintain good relationships and ensure their commercial and PR targets are met.

After graduating from Myerscough I started out working at the PGA, as a Tournament Administrator before being promoted to Tournament Controller and then Tournament Director - for events on the PGA Europro Tour and PGA National Tournaments.

I've also refereed at the 2015 Solheim Cup in Germany, the 2016 U.S. Women's Open and was over in Rio for the Olympics as an athlete liaison officer for the women's golf competition.

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