



ETHAN ROUSH





PGA GOLF PROFESSIONAL



SUMMARY

Experienced Golf Professional with over 15 years of delivering the highest levels of member and guest service. Creative problem solver with a proven track record of delivering the best experience possible to all aspects of club operations.

CONTACT

-  630-995-1426
-  ethanroush1@gmail.com
-  Aurora, IL
-  /ethanandrewroush

EXPERTISE

- Event Operations
- Staffing and Training
- Merchandising
- Individual and Group Instruction
- Budgeting
- Problem-Solving
- Member/Guest Service
- Pace of Play
- Member Communications

AWARDS

- 2022 KemperSport Golf Professional of the Year Finalist
- 20', 21', 22', 23' Folds of Honor Top Performer

EXPERIENCE

HEAD GOLF PROFESSIONAL





The Glen Club

2016 - Present

- Overhauled the member event schedule at TGC and increased member participation in club events by over 30% in first three seasons and by more than 50% to date.
- Created and implemented new pace of play policies that have decreased average pace of play by 11 minutes despite an increase in rounds.
- Installed merchandising strategies that have boosted merchandise sales from \$353k in 16' to \$451k in 23' (27.5% increase).
- Delivered over 150 hours of individual lessons, group golf lessons, and player development programs per year.
- Partnered with the PGA Tour and the Western Golf Association to administer the NV5 Invitational (Korn Ferry Tour) each year since 2019.
- Cultivated newly formed Handicap Committee and partnered with them to produce flyers and email marketing to educate the Membership about handicapping and the rules of golf.
- Fostered the growth of three Assistant Golf Professionals through the PGA PGM program.
- Consulted with various KemperSport facilities in need of assistance on Point of Sale and Tee Sheet issues
- Facilitated many brand new programs such as: PGA Junior League, EZ Tee Pro tee sheet, two new websites, PriSwing dynamic pricing tool, Noteefy tee time notification system, and Social Schedules staff scheduling solution.



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REFERENCE

ROBERT ZMUDKA

Senior Vice President, CCO

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MICHAEL LOWE

Independent Executive Coach

michael.lowe@mac.com

ERIC ALDRICH

Sales Leader, Acushnet/FootJoy

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ALEX PRIOR

Co-Owner, Director of Operations at The Golf Practice

alex@thegolfpractice.com

EXPERIENCE (CONT.)

ASSISTANT GOLF PROFESSIONAL

The Glen Club

2013-2015

- Managed the implementation and financial success of TGC's private golf outing business
- Coached staff members to ensure that all members and guests are being provided "best in class" service at all times.
- Oversaw merchandising operations in 14' and 15' and achieved a 11% increase in sales and less than 2% shrink.

ASSISTANT GOLF PROFESSIONAL/ GOLF SHOP MANAGER

Bolingbrook Golf Club

2010 to 2012

- Directed retail operations including, development and implementation of a detailed open-to-buy plan. Increased merchandise revenue in 2012 by 5.4% compared to 2011.
- Assisted in all aspects of staffing including the scheduling, management and training of the golf shop staff, outside service staff and on-course personnel.
- Facilitated day-to-day operations including management of staff, point of sales system, cart fleet management, pace of play, and customer relations.

ACTIVITIES / CHARITY INVOLVEMENT

- Folds of Honor Golf Marathoner (over \$25,000 raised)
- Illinois PGA Birdies for Charity (over \$17,000 raised in 2022)
- WGA Caddy Academy
- Feed My Starving Children Volunteer
- Chicago Golf Show IPGA Volunteer

EDUCATION

2015

PGA PROFESSIONAL GOLF MANAGEMENT PROGRAM

Completed Requirments for Class A Membership

2003-2006

NORTHERN ILLINOIS UNIVERSITY

Bachelor of Science, Marketing