

Mike Morrone, PGA

Class A PGA Professional

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PROFESSIONAL SUMMARY:

Accomplished golf professional with extensive experience leading private club operations, including golf, hospitality, tournament operations, agronomy coordination, retail, and financial management. Proven track record in budgeting, forecasting, and strategic planning to drive operational efficiency and long-term club success. Recognized for developing high-performing teams, elevating member experience, and executing capital improvement initiatives. Trusted leader with a strong ability to collaborate with Boards, committees, and stakeholders to advance the club's vision. Currently serving as the Secretary of the Middle Atlantic PGA Southern Chapter.

PROFESSIONAL EXPERIENCE:

The Foundry Golf Club - Powhatan VA

May 2009 to March 2026

Golf-only private club emphasizing a premier golf experience. The club serves approximately 325 members and hosts over 16,000 rounds annually. Member hospitality, pace of play, accessibility, and high-quality tournament operations are central to the club's culture, delivered with understated elegance. Strong relationships and camaraderie are key tenets for both members and staff.

Director of Golf & Operations-

August 2025 to March 2026

Head Golf Professional-

April 2014 to August 2025

Assistant Golf Professional-

May 2009 to April 2014

- Oversaw annual golf operations budget of \$600,000 with annual revenue over \$1,000,000.
- Monitored and managed financial performance through regular analysis of revenue, expenses, and departmental profitability.
- Collaborated with club leadership to establish financial goals and operating budgets aligned with the club's strategic priorities.
- Assisted in the development and execution of capital improvement plans focused on enhancing the golf course, facilities, and member amenities.
- Evaluated capital project opportunities through financial analysis, cost projections, and operational impact assessments.
- Coordinated with golf course architect Andrew Green on long-term course master planning initiatives to enhance playability, aesthetics, and infrastructure.
- Directed all golf operations for a premier private club, overseeing professional staff, outside services, tournaments, instruction, and retail operations while maintaining exceptional member service standards.
- Led golf shop merchandising strategy, including vendor partnerships, inventory planning, and product mix optimization to drive retail revenue and margins.

- Grew merchandise operations to over \$500,000 in annual sales, consistently outperforming national averages in sales per square foot and inventory turn rate.
- Launched an online golf shop to expand product selection for members and increase sales while adapting to modern shopping preferences and better serving national members.
- Managed tournament operations for member events while maintaining budgets and delivering a premium member and guest experience.
- Recruited, trained, and mentored a golf operations staff of 40 employees, fostering a culture of professionalism, hospitality, and operational excellence.
- Oversaw the club's caddie program, including recruitment, training, scheduling, and service standards to deliver a premier golf experience for members and guests.
- Provided private and group instruction for members and guests, focusing on player development and enjoyment of the game.
- Oversaw tee sheet management, pace-of-play initiatives, and daily golf operations to ensure a seamless member experience.
- Coordinated golf operations with agronomy, clubhouse, and club leadership to deliver a high-quality golf product.
- Regularly presented in front of the Board of Directors and shareholders to communicate operational updates and collaborate on strategic initiatives.
- Delivered personalized member service by fostering strong relationships with members and guests.
- Coordinated and executed an outside outing program averaging 15 events annually, generating more than \$250,000 in net revenue for the club.
- Led club communications through newsletters, club announcements, member updates, and Board correspondence.

GolfTEC- Glen Allen, VA

January 2008 to May 2009

Golf instruction and club fitting center specializing in data-driven coaching, advanced swing analysis technology, and personalized improvement plans. Coaches utilize proprietary motion measurement systems and launch monitor technology to deliver individualized instruction and club fitting experiences.

Certified Golf Coach

- Conducted 1,500+ individual lessons, swing evaluations, and club fittings with players of all skill levels.
- Delivered personalized instruction using video analysis and motion measurement data to improve swing mechanics, ball striking, and on-course performance.
- Translated complex swing concepts into actionable drills and structured training programs.
- Built strong relationships with students, maintaining high client retention through communication, goal setting, and progress tracking.
- Developed individualized practice and improvement plans focused on lowering scores and achieving personal performance goals.
- Converted introductory swing evaluations into long-term coaching relationships and lesson packages, driving revenue growth.
- Led all club repair services, including regripping, shaft replacements, and loft/lie adjustments in a timely fashion to enhance student service.
- Achieved a 75%+ sales conversion rate on initial swing evaluation sessions.

PGM/ PGA INTERNSHIPS:

The Country Club - Brookline, MA

Summer of 2007

Completed a comprehensive internship at one of the country's most prestigious and historic clubs. Supported daily golf operations, member hospitality, tournament execution, and junior golf camps while assisting with merchandising and operational goals. Learned valuable knowledge on attention to detail, organization, management and leadership.

Muirfield Village Golf Club - Dublin, OH

Summer of 2006

Aptly known as "Jack's Place," Muirfield Village is widely considered one of the finest clubs and golf experiences in the country. Gained hands-on experience in golf operations with a focus on high-volume merchandise and retail management. Co-captained the merchandise concession at the primary entrance to the PGA Tour's annual Memorial Tournament.

PGA Learning Center - Port St. Lucie, FL

Fall of 2005

Worked under PGA of America's Director of Instruction, Rick Martino. Managed the club repair operation and assisted with instruction, coaching, and the planning and execution of camps, clinics, and golf schools.

Bandon Dunes Golf Resort - Bandon, OR

Summer of 2005

Developed experience in resort-level golf operations with a focus on guest service. Rotated through multiple golf shops, supported caddie master operations and caddie management, and assisted with golf shop setup prior to the opening of Bandon Trails Golf Course.

Country Club of Virginia - Richmond, VA

Summer of 2004

Learned operations at a large multi-course private club with an emphasis on member service and experience. Planned, implemented, and coached junior golf camps and clinics.

EDUCATION:

Clemson University - Clemson, SC

Graduated December 2007

Bachelors of Science in Parks, Recreation and Tourism Management with a Minor in Business Administration and concentration in Professional Golf Management

INDUSTRY LEADERSHIP & SERVICE:

- Middle Atlantic PGA Southern Chapter Secretary *September 2025 to Present*
- Middle Atlantic PGA Board of Directors
Section Board of Directors *September 2025 to Present*
Southern Chapter Board of Directors *November 2019 to Present*
- MAPGA Southern Chapter Tournament Chairman *November 2019 to September 2025*
- State Open of Virginia live-stream Color Commentator *July 2025 to Present*
- State Open of Virginia Sponsor Task Force *January 2026 to Present*
- 2024 National Finalist for Rising Star Award among TaylorMade Staff Professionals
- 2023 Middle Atlantic PGA Earle Hellen Sports Media Award Winner