



LALITA PATIPAKSIRI

ENTREPRENEUR ATHLETE OPERATOR

My passion is in helping others and making a difference in any way I can. I find gratitude in helping others find solutions and I strive to make a memorable impact on others. I enjoy contributing this aspect to whomever I can and that's what makes it different from a "have to do" to a "love to do."

PROFESSIONAL SKILLS

Operations management
Sales
Social media
Marketing
Food & Beverage
Revenue generation
Expense management
Staff development
Budgeting
Market research

PERSONAL SKILLS

Dedicated
Dependable
Motivated
Ambitious
Hardworking
Passionate
Imaginative

CONTACT

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EARLY LIFE

At a young age, I quickly learned the meaning of discipline and dedication. I picked up the game of golf when I was 10, was playing in competitive tournaments by the time I was 13, and by the time I was 17, I had traveled and competed in 34 of 50 states.

EDUCATION & AMATEUR STATUS

I attended UC Irvine on a full-ride athletic scholarship but was raised and believed to always put my academics first. I graduated from UC Irvine in June 2012 with a degree in Sociology and minor in Public Health. Out of my 4 years' attendance, I was a 3-time Dean's list honoree, 3-time Big West Scholar-Athlete, First Team All Big West, Big West Player of the Month in March 2012, led the nation in NCAA D1 Par 3 scoring average in 2009 and made UC Irvine history being selected for 2011 NCAA All-Star golf team. I ended my amateur career with a win at the 2012 Long Beach City Women's Championship, which gave me the confidence boost to pursue golf at a higher level.

PROFESSIONAL CAREER

I competed on the LPGA Symetra Tour, Cactus Tour and Canadian Tour. I got through my professional golf career by the help of sponsors and endorsements. Since golf is an individual sport, I worked hard to create an image for myself and be my own brand. I learned to represent myself in a way that would make sponsors interested to invest in me and my golf game. I was successful at raising over \$300k to fund my own sponsorship throughout the course of 3 years. Through experience, I can highlight the fact that the importance of a company's sponsorship success is defined by the end result and being beneficial to both parties. In 2005, I appeared and competed on a reality TV show, Golf Channel's Altered Course Montego Bay.

GOLF INDUSTRY

For the past 2 years, I have worked for Strato Partners as a Regional Tournament Sales Director and Assistant General Manager. Within this job, I have made myself familiar and competent with defining what is important in managing a \$4 million+ business. Strato Partners make it a #1 priority to have each and every guest leave with a great customer experience.

OTHER

I constantly set goals for myself, mentally and physically, and I persistently try to achieve them. I am continually learning to grow and improve as a person by pushing limits. I plan to work my way out of the golf industry and completely out of my comfort zone. I have found real estate to be my new quest and chase in life. I am driven and relentless, and these skills make me a valuable asset to my team. My goals for the future would be to become a real estate expert, continually grow my portfolio and to be an entrepreneur duo with my fiancé. For me, it would be so special to be able to look back one day to see how far we've come and share the successes together.