

# Dean Dužaić

## PGA Golf Professional

A hardworking and motivated golf professional equipped with the strong set of coaching and operational skills, highly committed to developing golf as a sport.



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## WORK EXPERIENCE

### Golf Course Manager

Golf ADRIATIC, Skiper Resort

01/2019 – 2018

Croatia

#### Achievements/Tasks

- Introduced a business development plan with a focus on improving key areas; Product & Workplace.
- Achieved an increase in no. of rounds compared to 2018 by 9%, by focusing on improvement of a customer journey and the overall user experience.
- Assessed the work environment and improved job roles and functions to create more effective, positive workplace.
- Redesigned the golf pro-shop to achieve more effective visual merchandising.

### Head Golf Professional

Golf ADRIATIC, Skiper Resort

2013 – 2018

Croatia

#### Achievements

- As a self-employed, contributed to development of sustainable coaching business in the highly challenging Croatian golf market
- Achieved an increase in revenue & profitability of golf coaching business, with an effective business strategy
- Reached 5000 hours of golf lessons

### National Team Selector & Coach

Croatian Golf Association

2017 – 2018

Croatia

#### Achievements

- Re-structured the National Golf Selection & Coaching Department
- Introduced and implemented comprehensive Selection Policy for National Teams
- Introduced and implemented Talent Development Strategy & prepared the first application for the R&A National Body Development Grant to receive EUR 10.000 grant.
- Led the team towards 1st place at the European Men's Team Shield Championship 2018
- Led the team at World Amateur Team Championship 2018 & at two European Men's Team Shield Championships (2017, 2018) & at European Men's Team Championship, Division 2 (2019).

## EDUCATION

### Advanced Certificate in Golf Coaching

University of Birmingham

2017 – 2018

England, UK

### Foundation Degree in Professional Golf

University of Birmingham

2014 – 2016

England, UK

## SKILLS

Critical thinking

Time management

Teamwork

Stress resistance

Flexibility

Creativity

Self-reflection

Goal orientation

Strategy & Planing

## PERSONAL PROJECTS

Golf Management System & By Golfer social network (2015 – 2018)

- In a small team of IT and marketing professionals, developing a series of cloud-based golf tournament management software solutions which will be integrated into the new global social network for golf.

## CERTIFICATES

PGA Training programme, The PGA of GB&I (2017)

A three-year PGA training course which involves distance learning on Golf Coaching, Sports Science, Equipment Technology and Custom Fitting, Business Management and Rules of Golf whilst working in the golf industry. It includes UKCC ASQ Level 2 Certificate in Golf Coaching.

Initial Professional Education, PGAs of Europe (2012)

A three-month programme that gives an access to an introductory level of coach training while touching on issues around developing both the sport and the industry.

## ORGANIZATIONS

Golf Club Adriatic Istra (05/2019 – 2018)

Vice President (executive)

Croatian Golf Association (2016 – 2018)

Member of EGA National Handicap Committee, Member of Education Committee

PGA of Croatia (2006 – 2018)

Member - PGA Professional, Education & CPD Officer

The Professional Golfers' Association (GB&I) (2017)

Member - Class A PGA Professional

## LANGUAGES

Croatian

Native or Bilingual Proficiency

English

Full Professional Proficiency

## INTERESTS

Computer science

Web technologies

Design