

# Max A. Krasuski, PGA

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## Professional Summary

Class A PGA Professional and Business Founder combining 15+ years of golf industry excellence with the financial and strategic discipline of an executive owner. A servant leader with a proven track record of building elite service cultures from the ground up, managing complex P&L frameworks, and mentoring staff for future leadership. Dedicated to delivering operational precision, fiscal responsibility, and world-class member experiences.

## Desert Forest Golf Club | Assistant Golf Professional 2025 - Present

Carefree, AZ

- **Daily Operations & Service:** Direct daily golf operations and supervise the golf services staff, ensuring strict adherence to club goals regarding facility presentation, member service, pace of play, score posting compliance and more.
- **Member Experience:** Deliver concierge-style service to members and guests, proactively anticipating needs to foster a welcoming environment and uphold the standards of a top-tier private facility.
- **Tournament Execution:** Orchestrate member tournaments and events utilizing Golf Genius software, managing all phases from initial setup and pairings to scoring and post-round execution.
- **Player Development:** Conduct individual instruction and group clinics, leveraging player development expertise to enhance golfer performance and member engagement.

## LoLo Juice | Founder & Operating Partner 2015 - 2025

Breckenridge, CO

- **High-Volume Operations Strategy:** Founded and scaled a profitable hospitality operation in Breckenridge, CO, engineering agile service models that mirror the seasonal tempo of a premier golf facility.
- **Fiscal Accountability & P&L:** Held sole responsibility for the P&L, employing fiscal agility to optimize budgeting, forecasting, and workforce allocation. Managed complex, high-turnover perishable inventory with strict cost controls.
- **Strategic Revenue Growth:** Drove a 62% increase in annual revenue while reducing labor costs by 9% through data-driven strategic planning, corrective financial management and targeted marketing.
- **Culture Building & Talent Development:** Built a service culture of excellence from the ground up. Personally recruited, trained, and mentored a high-performing staff, empowering them to take ownership of the guest experience.

## **Tavistock Country Club | 1st Assistant Golf Professional**

**2009 - 2015**

Haddonfield, NJ

- **Retail Strategy & Merchandising:** Directed the golf shop retail operation, executing visual merchandising strategies and inventory controls that maximized sales and turnover.
- **Tournament Operations Oversight:** Orchestrated a comprehensive calendar of 30+ annual member events, managing all phases from budget creation and promotion to on-course execution.
- **Member Engagement & Instruction:** Designed and implemented revenue-generating player development programs, such as "The Winter Game Changer" and "Gals & Guests," significantly boosting participation and golf revenue.
- **Operational Technology:** Managed the ForeTees reservation system and member communication platforms, optimizing tee sheet utilization and ensuring equitable access for the membership.

## **Golf Services Manager | The ACE Club**

**2006 - 2009**

Lafayette Hill, PA

- **Large-Scale Team Leadership:** Directed the recruitment, training, and daily management of a 50-person golf operations staff, including 35 caddies and 15 Assistant Professionals.
- **Operational Infrastructure:** Architected the facility's Standard Operating Procedures, authoring a comprehensive manual that codified service standards, safety protocols, and daily workflows for the entire golf department.
- **Member Experience Standards:** Enacted elite hospitality protocols for a high-end corporate and private membership, ensuring consistent, concierge-level execution across all member and guest touchpoints.

## **Assistant Golf Professional | Golf Center at Michigan State University**

**2003 - 2006**

## **Tournament Director | Desert Mountain Golf Club**

**2000 - 2003**

## **Assistant Golf Professional | Hawk Hollow Golf Course**

**1996 - 2000**

## **Skills and Certifications**

- Fiscal Management & Budgeting
- Player Development Program Creation and Implementation
- Club Fitting & Golfer Analytics
- Staff Training and Management
- Marketing & Promotion
- Vendor Procurement and Management
- **Technology Stack:** Golf Genius, ForeTees, Club and Retail POS systems, TrackMan/FlightScope, Microsoft Excel (Advanced)