

# Max A. Krasuski, PGA

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## Professional Summary

**Class A PGA Professional** with 15+ years of operational excellence, combining high-volume private club experience with a decade of executive business ownership in a premier resort destination. Extensive experience in **merchandising strategy, inventory control, and staff development**. A Michigan native returning to the state to establish a permanent home and a long-term leadership tenure at a premier facility.

## 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

- **Resort Market Strategy:** Founded and operated a successful business in the high-traffic resort town of Breckenridge, CO; tailored service models to accommodate seasonal tourist fluctuations and peak operational windows.
- **Inventory & Cost Control:** Managed complex, perishable inventory with strict cost controls and supplier procurement, skills directly transferable to managing open-to-buy and golf shop turnover.
- **Business Growth:** Grew annual revenue by 62% over the first five years through strategic planning and financial discipline.
- **Staff Leadership:** Hired, trained, and led a high-performing team, fostering a customer-centric culture and ensuring operational standards were consistently met.

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

**2009 - 2015**

Haddonfield, NJ

- **Merchandising & Retail:** Managed golf shop merchandising and retail strategy, creating attractive displays and overseeing inventory levels to maximize sales.
- **Player Development:** Designed and implemented successful golfer development programs, including "The Winter Game Changer" and "Gals & Guests," significantly boosting member engagement.
- **Tournament Operations:** Organized and conducted over 30 member tournaments annually, managing all aspects from event creation, promotion and day-of execution.
- **Tech Management:** Managed the ForeTees tee time system, including tee sheet construction and member communications.

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

**2006 - 2009**

Lafayette Hill, PA

- **Staff Management:** Recruited, trained, and managed a large operations team of up to 15 Assistant Professionals and 35 caddies.
- **Operations Management:** Authored and implemented a comprehensive policies and procedures manual for all aspects of the golf services operation.
- **Member and Guest Services:** Ensured the highest standards of member and guest service were consistently met, fostering a premier club experience.

## **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**

- Class A PGA Member since 2013
- Player Development & Instruction
- Tournament Operations & Management
- Club Fitting & Golfer Analytics
- Staff Training and Management
- Customer Service Excellence
- Business Plan Development
- Financial Management & Budgeting
- Marketing & Promotion
- Supplier Procurement & Management
- CPR Certified