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## **EDUCATION**

- **Queen Margaret University, Edinburgh, Scotland, 2003 - 2004** Postgraduate Degree in Golf and Country Club Management with Distinction. Work study with The Old Course Experience at St. Andrews, the Home of Golf. Master's thesis: *Golfreconomics*
- **Stanford University Graduate School of Business, Palo Alto, California, 1998** Executive Program for Growing Companies
- **St. Olaf College, Minnesota, 1975 - 1979** Bachelor of Arts

## **PROFESSIONAL EXPERIENCE**

**The Plantation Golf & Country Club, Venice, FL January 2020 - June 2020** *Membership Director*

- Sold 68 new Full Golf Memberships vs. 32 in previous year period, plus 135 Full Golf Summer Memberships

**River Wilderness Country Club, Parrish, FL 2018 - 2019** *Director of Marketing and Membership Sales*

**Green Valley Country Club, Fairfield, CA 2016 - 2017** *Director of Marketing and Membership Sales*

- Sold 51 new full golf memberships, successfully resulting in two initiation price increases
- Oversaw all Social Media marketing strategies and initiated a new proprietary members' only mobile application

**TPC Stonebrae, San Francisco Bay, CA 2013 - 2015** *Membership Director*

- Sold 57 new full golf memberships and 60 new social sports memberships
- The Club opened a new \$16,000,000 clubhouse and grounds in 2014 with no assessments to our Members

**The Concession Golf Club, Sarasota, FL 2010 - 2012** *Membership Director*

- Sold 15 new full golf memberships at \$100,000 to \$125,000 and upgraded 5 golf memberships from \$70,000 each, resulting in net new membership deposits of \$1,733,000,

an increase of 370% over 2008 and 2009 respectively

- Increased total golf memberships in the Club by 20%, successfully resulting in a price increase from \$100,000 to \$125,000

### **CordeValle Golf Club (An Auberge and Rosewood Resort), San Martin, CA 2006 - 2010**

#### *Director of Membership Sales*

- Sold 21 new full golf memberships in 2006 at \$125,000 and \$100,000 per corporate designee, an increase of 1,050% over 2004 and 2005 respectively
- Sold 40 new golf memberships in 2007 and 2008, for a total of \$5 million+, successfully resulting in three price increases during the year, rising from \$125,000 to \$135,000 to \$160,000 to \$185,000
- The Club began earning its first profits since opening in 2000
- Reduced the waiting list to resign from 115 to 63

### **The Pro Athletes Golf League, San Diego, CA 1993 - 1996** *Founder and CEO*

- Golf tour for current and former NFL, MLB, NBA and NHL stars broadcast on ESPN with \$300,000 in prize money
- Brought in Pepsi, Anheuser Busch and LCI Telecom as multi-million dollar sponsors

### **ESPN, Bristol, CT 1979 - 1984** *Associate Studio Producer, ESPN SportsCenter*

### **PROFESSIONAL ORGANIZATIONS AND PRIVATE GOLF CLUB SOCIAL MEDIA**

- Professional Club Marketing Association (PCMA), various Chambers of Commerce Board Member
- Expertise in Mobile and all Social Media including Facebook, Instagram and YouTube, Clubessentials, MembersFirst, Jonas, NorthStar, Salesforce and all Microsoft Office programs

### **PRIVATE GOLF CLUB MEMBERSHIPS**

- Summer Golf Member - The Founders Club, Sarasota (current index 15.3)
- Member - Del Mar Country Club, San Diego (low index 6.3)
- Member - Rancho Santa Fe Farms Golf Club, San Diego
- Member - Wood Ranch Golf Club, Los Angeles
- Member - Pelham Manor Country Club, New York City

### **EXCELLENT REFERENCES UPON REQUEST**