

# KEITH E. SORIANO, PGA

## SUMMARY

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An award winning Certified PGA Member, with extensive an background in consulting, collaborative development, operations, and project management seeks an opportunity to apply over 15 years of leadership. Professional background includes an exemplary record in professional development activities, project management; relationship building; and a demonstration of excellent leadership, supervisory, communication, team development and interpersonal skills.

## RELATED EXPERIENCE

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### **Colorado Section of the PGA** Larkspur, CO 2016-Present

*Assistant Executive Director | Foundation Operations*

- Engaged in personal and professional developmental consultations with PGA Members and Apprentices as a Member service assisting them with career enhancement and advancement.
- Developed and delivered two-day consumer engagement workshops to PGA Members as part of an ongoing educational process to improve consumer acquisition and retention.
- Responsible for the collaboration efforts between the Colorado PGA and the Colorado Golf Association to create an alliance around junior golf that has resulted in increased participation, revenue, and partnership between two allied associations
- Served as Regional League Manager for PGA Junior League, a national program to introduce and engage children aged 6-13 to the game of golf resulting in an 189% increase in participation by PGA Members and a 116% increase in junior golfer participation
- Managed the operation and execution of programs that supported the Foundation's three pillars of Youth Development, Military Support, and Diversity and Inclusion.
- Cultivated partnerships with organizations to support programs under the Foundation. Partners included the United States Olympic Committee, University of Colorado – Colorado Springs PGM Program, The Broadmoor, The First Tee of Pikes Peak, Military Warriors Support Foundation, Veterans Administration, PGA of America, Colorado Golf Association, LEJ Sports, USA Golf, The First Tee of Green Valley Ranch, The First Tee of Eagle Vail, Thee First Tee of Green Valley Ranch, The First Tee of Pike's Peak, and Optimist International.

### **Colorado Section of the PGA** Larkspur, CO 2012-2015

*Director of Player Development and Operations Manager*

- Responsible for personal, professional, and operational development consultations to a membership of more than 800 PGA Members and Apprentices.
- Advocated to industry employers concerning the PGA Professional's critical role in the growth of the industry.
- Developed, designed, and implemented an industry-first in-class Certification Training program adapted from an online learning environment, resulting in the Colorado Section being home to highest percentage of Player Development Certified golf professionals in the PGA of America.
- Created, designed, and executed Member education seminars to serve Members across the Section boundaries providing opportunities for more than 800 PGA Members and Apprentices to satisfy their continuing education credit requirements.
- Designed and executed a corporate outreach program for employees at Level 3, Trizetto, Hunter Douglas, IBM/Ricoh, T. Rowe Price, Elevation Corporate Health, and the United States Olympic Committee to introduce employees to the game of golf in a health and wellness/team & talent development space.
- Coordinated the creation of a comprehensive junior golf membership, development, and tournament program that served 350 junior golfers in its first year of operation.
- Responsible for the development and delivery of PGA H.O.P.E. (Helping Our Patriots Everywhere) military appreciation and rehabilitation program at Ft. Carson.
- Served as a staff liaison for the Education, Apprentice Relations, Women's Initiative, and Player Development committees.
- Compiled reports, budgets, forecast projections, and policy and procedures for all departments
- Served as Senior Staff Member in the absence of the Executive Director.

*PGA Head Golf Professional & Director of Golf*

- Responsible for the overall management of the flagship property for the City of Denver's Municipal Golf Operations; the largest Municipal golf operation in the State of Colorado.
- Responsible for all human resource functions for the 30 employees under my supervision.
- Created and implemented a policies and procedures manual to be used at all six Denver Municipal Golf Facilities.
- Designed, organized and executed an external and internal satisfaction survey program that led to a systemic change in operational layout of City Park Golf Course.
- Spearheaded the creation and implementation of an employee recognition and reward program for Denver Municipal Golf Courses.
- Developed and managed a budget for a facility that generates over 50,000 annual rounds and \$1.5 Million in revenues.
- Prepared and maintained monthly, quarterly, and annual financial impact statements.
- Initiated, developed, and coordinated a Get Golf Ready Program that introduced more than 2000 unique individuals to the PGA of America's Get Golf Ready in 5 Days curriculum over the course of two seasons.
- Partnered with a team of GCSAA agronomy experts to ensure delivery of optimal course conditions resulting in an increase in customer approval rating based on surveys initiated during the strategic planning process.
- Responsible for the supervision, management, and coordination of food and beverage concessionaires, ensuring quality of service and contract compliance, resulting in year over year growth net revenue growth in excess of 15% over a three year period.
- Responsible for purchasing, receiving, merchandising and inventory control for a retail operation grossing over \$150,000 in annual revenues while operating within strict purchasing guidelines instituted by the City of Denver.
- Developed and prepared print, radio, and electronic marketing campaigns for Denver Municipal Golf Courses.
- Coordinated with multiple government departments for operational needs ranging from Public Relations, Communications, Human Resources, Finance, Environmental Impact, Planning, and Community Involvement.
- Supervised the implementation of, and staff training for a new system-wide point of sale system.
- Implemented new quality, financial, and customer service control programs at the facility level that have been subsequently instituted at the City of Denver's 6 other golf courses.
- Inherited a Men's and Women's club program that had seen a sharp decline in participation and facility engagement. Coordinated the reorganization of the Men's and Women's clubs at City Park Golf Course resulting in a net increase in revenues in both clubs in excess of 20%.

**Coal Creek Golf Course**

Louisville, CO

2005-2010

*PGA Head Golf Professional & Director of Sales*

- Accountable for the management and operation of a daily fee municipal golf course with 40,000 annual rounds.
- Increased event and banquet rounds and revenues as follows:
  - 2004 to 2005: 12% Increase in event rounds, 22% increase in event revenues
  - 2005 to 2006: 16% Increase in event rounds, 25% increase in event revenues
  - 2006 to 2007: 36% Increase in event rounds, 29% increase in event revenues
  - 2007 to 2008: 25% Increase in event rounds, 30% increase in event revenues
- Supervised food and beverage staff to ensure delivery of customer service with respect to banquet, tournament, on-course, and clubhouse operations.
- Increased merchandise sales by \$8,000 annually.
- Responsible for budget development and implementation in a fiscally responsible manner.
- Developed and prepared monthly financial and operational reports for Western Golf Properties and the City of Louisville.
- Responsible for purchasing, receiving, merchandising, and inventory control; restructured count and control procedures to reduce inventory variance by 15%.
- Developed and implemented a customer service training program that has been selected for national implementation at all Western Golf Properties facilities.

- Responsible for the development and implementation of the club's first membership program.
- Responsible for all facets of employment administration and human resources.
- Led the facility to customer service awards from Western Golf Properties based upon continued superior service as reported by various surveys, contests, and secret shop programs.
- Programmed, installed, and maintained Fore! Reservations and IBS point of sale systems for both golf and food and beverage operations.
- Managed the total marketing efforts for the facility, to include the development of monthly, quarterly, and annual promotion schedules.
- Directed the marketing, promotion, and teaching programs for beginning, junior, private, and group-based lessons

**Coal Creek Golf Course**

Louisville, CO

2001-2005

*First Assistant Golf Professional, Marketing & Sales Director*

- Accountable for the daily operations of a high volume municipal daily fee golf course.
- Collected and maintained a database of over 30,000 emails for use in email marketing.
- Administered private party, corporate, charity, and USGA/CGA sponsored events.
- Responsible for the hiring, supervision, and termination of over 30 outside service employees.
- Maintained highest level of customer service in the Western Golf Properties Corporate Family based upon survey and secret shopper results.
- Created a supplemental teaching manual for the Director of Instruction.
- Organized tournament and event programs which provided revenues in excess of \$200,000 per season.
- Served as Marketing Manager for the golf club.
- Developed, presented, and sold tournament packages to prospective clients.
- Worked in concert with the City of Louisville to organize the city's major annual fundraising golf event.

**EDUCATION**

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**University of Colorado**

Boulder, CO

*Bachelor of Science, Business Administration*

- Focus Area: Human Resource Management
- Focus Area: Business Development

**CERTIFICATIONS, AWARDS & ACTIVITIES**

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- Prior Member, Colorado PGA Board of Directors
- 2010, 2011, & 2012 Award Winner – Colorado PGA President's Plaque For Growth of the Game
- 2011, 2012 National Finalist – PGA of America President's Plaque
- 2010 Summit Member – PGA Magazine National Conference on Mentoring & Coaching
- PGA Certified Professional
  - General Management
  - Golf Operations
  - Instruction
  - Ownership & Leasing
  - Executive Management
  - Player Development
  - Retail Management
- Prior Committee Chair/Member – Colorado PGA Junior Golf Committee, Growth of the Game, Apprentice Relations, & Education

**RELATED SKILLS/COMMUNITY INVOLVEMENT**

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- Excellent leadership, interpersonal, and multi-tasking abilities
- Participated in multiple church-led volunteer programs at Flatirons Community Church
- Provided logistical and instruction support for a Children's Hospital golf and wellness program
- Coordinated and executed the PGA's annual "Visit a Vet" program at the Denver VA Hospital
- Assistant coach for Heritage High School Men's Golf Team

**REFERENCES**

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- Included