

# Bryan Patterson

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## Client Success | Sales | Operations | Team Leader

Accomplished golf industry professional with over 20 years of diverse experience. I've worked at public, private, and resort golf course operations. With a decade of expertise in teaching golfers, managing a team of golf instructors, creating an operations plan and managing a budget, I excel in building strong relationships and running a business. Currently serving as a Client Success Representative, I manage a portfolio of over 120 golf courses, providing training on golf software, resolving technical issues and helping them navigate the technological landscape. My comprehensive background in both operational and technical aspects of the golf industry uniquely positions me to excel as an Operations Manager in Northern California, where I aim to leverage my extensive industry knowledge and client relationship skills to drive success.

## Areas of Expertise

- ♦ Career Development
- ♦ Operations Management
- ♦ Revenue Growth & Optimization
- ♦ Client Retention
- ♦ Budget Development
- ♦ Customer Relationship Management
- ♦ Team Leadership & Development
- ♦ Problem Solving
- ♦ Contract Negotiation

## Education

### Executive Master of Business Administration (December 2022)

Saint Mary's College of California, Moraga, CA

### Bachelor of Arts in Communications, Minor in Business Administration

Fort Lewis College, Durango, CO

## Professional Experience

### Teesnap, Las Vegas, NV Client Success Representative

2022 – Today

Manage all aspects of client's relationship with Teesnap. Understand all aspects of client's business to effectively advise on the application of Teesnap's features. Partner with clients to identify opportunities that could improve their business results. Pay attention to client's details, concerns, and submit feedback to influence software product changes. Provide client training and education on company products and service. Complete contract negotiations, renewals and disputes of client contracts at appropriate intervals. Work with revenue management to develop proposals to clients. Provide technical support to client's as required via email, phone, and chat. Create, manage, and track client data using tools provided to showcase opportunities and wins. Manage a calendar of marketing activities for multiple Teesnap clients, exhibit excellent brand awareness, and exceed expectations through relevant design. Achieve target client retention through effective problem solving and quick response to issues. Become a trusted advisor for clients as their primary point of contact to ensure they are using our solutions to achieve full business value. Identify and close new sales opportunities from your clients to grow our business while driving more value for the clients using our products. Collaborate with stakeholders such as Technical Support, Sales & Operations to drive beneficial outcomes for clients. Utilize various systems to track customer details, including customer health, engagements, and potential renewal / sales opportunities.

### BP Golf, San Francisco Bay Area Director of Instruction Self Employed Golf Instruction

2021 - 2022

### GOLFTEC, Pleasant Hill, CA Center Manager

2012 – 2020

Utilized CRM to supervise new leads via sales process as well as implemented proper improvement programs and conducted sales negotiations with multiple customers. Introduced GOLFTEC's coaching method to interview and mentor employees. Provided suggestions to regional manager regarding employee discipline and promotion, while monitoring coaches' performance by conducting performance appraisals and annual reviews. Participated in monthly manager meetings and delivered quarterly business updated PowerPoint presentations. Used Excel to manage budget, enhance revenue, and reduce expenses. Developed shift hours and coaching schedules as well as paid time off (PTO) program. Approved refunds and

addressed client queries according to requirements. Oversaw all center opening and closing functions, as well as center maintenance activities. Used professional judgment and expertise to deliver individual lessons.

- Obtained GOLFTEC Platinum Club Award to manage top-performing location in 2016 and 2018.
- Met key metrics, such as over 30% YOY sales growth, 75% close ratio, and 35% renewal / referral rate.
- Achieved center objectives and introduced effective team environment by arranging weekly employees' meetings through utilization of Word, Excel, and PowerPoint.
- Ensured promotion of center via local grassroots marketing efforts, PGA section, and community involvement.

## **Additional Experience**

Certified Personal Coach, GOLFTEC, Dallas, TX

Independent Contractor, GOLFTEC Events, Denver, CO

1<sup>st</sup> Assistant Golf Professional, Deer Creek Golf Club, Centennial, CO

Assistant Golf Professional, Blackwolf Run & Whistling Straits, Kohler, WI

Assistant Golf Professional, King's Crossing Country Club, Corpus Christi, TX

Outside Sales Associate, Goof Proof Promotions, Durango, CO

Independent Sales Contractor, Vector Corporation, Corpus Christi, TX

## **Affiliations**

NCAA FLC Golf Team Member | Journalist at The Independent Newspaper | Co-Editor of Images Magazine

## **Certifications**

Class A Member PGA | American Development Model (ADM) | Project Management, Cornell University (August 2022)