

PRODUCT

DESIGN & DEVELOPMENT

During his 45 years' involvement in professional golf, Keith Maxwell has amassed a wealth of knowledge about all aspects of the golfing industry. He was head professional of the Sunningdale Golf Club Professional Shop for over 30 years, which has given him an unrivalled level of expertise, insights and contacts in the golfing world.

During his tenure at Sunningdale his responsibilities included retail management, merchandising, brand management, event management and product design, as well as staff development and training. He has forged relationships with premium retailers at top clubs throughout Great Britain, Ireland and Europe. And was integral in the planning, operation and execution of over 30 major professional tournaments including the European Open and British Seniors Open.

Keith offers a depth of knowledge and passion for golf that is an invaluable resource for any company involved in this competitive industry. After all, as any good golfer knows, there's nothing more useful than talking to someone who's played the course before.

Keith's experience includes:



Retail - Sunningdale Golf Club

Managed the Professional Shop 1977-1984

Ran and financed the Professional Shop 1984-2016



Staff Training

Trained 22 Class AA Professional Golfers who now hold Director of Golf positions around the world, at clubs including Queenwood, Surrey England; Sandy Lane, Barbados; Mount Juliet, Ireland; Les Bordes, France; Sandhurst, Melbourne Australia; Castiglione de Bosco, Tuscany.



Event Management

Over 30 major PGA events, including Ladies British Open, European Open, British Seniors Open.



Product Design and Development

Design, launch and marketing, including Callaway Golf, Alfred Dunhill, Austin Reed, Putt Out.

