
Birch D. Criswell

4333 E. Hartford Ave.
Phoenix, AZ 85032
218-518-5828
criswelledu@gmail.com

PROFILE

Highly accomplished PGA Class A professional with a proven track record of success in management, operations, and leadership. Known for innovation, efficiency, and comprehensive expertise spanning business, marketing, and hospitality. Exceptional ability to cultivate strong relationships across departments and drive revenue while maintaining community engagement. Adept at implementing policies, procedures, and training programs to enhance staff performance and operational efficiency. Committed to delivering unparalleled service and exceeding expectations in every aspect of customer service.

SUMMARY OF MANAGEMENT EXPERIENCE

- Successfully managed multiple resorts and private club operations with annual budgets exceeding USD 5 million.
- Skilled in training and coaching staff across all departments, focusing on delivering exceptional service.
- Extensive experience in F&B management within public, resort, and private club settings.
- Played integral roles in launching two high-end real estate development properties, demonstrating expertise in project management and execution.
- Previous ownership and management of retail operations with substantial sales volume.
- Developed comprehensive operating procedures and policies for golf and F&B departments.
- Proficient in driving revenue growth while fostering community relationships.

RELATIVE WORK EXPERIENCE

The Rim Golf Club, Payson, AZ - *Director of Golf Operations and Golf Schools*

03/2005 – 03/2008

- Recruited and hired by the Operations Manager to “Re-Open and Re-Vitalize” the club in an innovative and service-oriented manner; implementing the “Concierge Host Program”.
- Planned, managed, and executed “one-of-a-kind” events that were creative, lively, and memorable.
- Hosted major 4-5 regional fundraising events, including the Whispering Hope Ranch charity, which resulted in over \$1 million in funds.
- Developed, implemented, and monitored annual budget, revenue goals, and expenses for operations departments.
- Provided timely and accurate reporting of all financial and non-financial information as directed, requested, or required by golf management or board representatives.
- Monitored monthly and other financial reports/statements on a daily, weekly, and monthly basis for the facility.

The Rim (cont.)

- Produced, distributed, and held service training programs on policies, procedures, and controls for golf, housekeeping, grounds, and food and beverage departments resulting in greater efficiency.
- Managed hiring and HR practices, including evaluation and development programs for the entire staff.
- Worked closely with the GM and assisted in the management of all departments, including F&B, maintenance, HR, golf, and housekeeping.

The Club at Black Rock, Coeur d'Alene, Idaho - *Head Golf Professional and Director of Instruction*

3/2002 - 3/2005

- Best New Private Course” in the United States, Golf Digest, 2003.
- Head professional during the club's planning, development, construction, and start-up.
- Created and implemented the “Concierge Host Program” offering quality member service from entry to exit, unique to the industry.
- All managerial duties as listed under The Rim Golf Club.
- Oversaw the care and maintenance of all the facility's physical assets.
- Coordinated marketing programs designed to promote the facility’s services to potential customers.
- Assisted in the startup of all dining and snack bar operations, ensuring the highest standards of quality for food and beverage service on the property.
- Implemented policies and procedures for the Golf, and Maintenance Departments, including compliance with all company standards relating to the quality of products and services.
- Responsible for interviewing, hiring, training, planning, assigning, and directing work, evaluating performance, rewarding, and disciplining staff; addressing complaints and resolving problems.

Hidden Lakes Golf Club, Sandpoint, Idaho- *Assistant Professional and Director of Instruction*

05/2000 - 03/2002

Willow Fork Country Club, Katy, Texas- *Head Golf Professional and Director of Instruction*

04/1997- 05/2000

Company Name, San Jose, California - *Head Golf Professional*

02/1994 - 04/1997

Pebble Beach Golf Resort, Pebble Beach, California- *Assistant Golf Professional*

04/1991 - 01/1994

EDUCATION WORK EXPERIENCE

See: www.criswelledu.com

03/2010 –06/2022

EDUCATION

Boise State University, Boise, ID -*Ed.S. Executive Educational Leadership*

Northern Arizona University, Flagstaff, AZ -*M.A. English*

Northern Arizona University, Flagstaff, AZ -*Graduate Level Certificate -TESOL*

Boise State University, Boise, ID -*B. A. English*

TECHNOLOGY

- Managed LMSs to include: Canvas, Blackboard, PowerSchool, Rediker, Schoology, ALMA, and Google Classroom
- Highly trained in Google Workspace (suite), Microsoft Office 365 Apps, Zoom and multiple POS systems

CERTIFICATIONS

- Superintendent/Principal Licensure – State of Idaho
- Highly Qualified Teacher State of Idaho English Language Arts (secondary G6 -12)
- Level II Child Protection ICMEC, which is an International Task Force certification on child protection.
- Charlotte Danielson Framework Teacher Evaluation Framework
- Certified WIDA tester
- Thinking Maps

OTHER CERTIFICATIONS & INTERESTS

- Golf (Lifetime PGA Class A Golf Member)
- US Army Veteran - Honorable Discharge
- Outdoorsman/Hiking
- Exercise & Fitness (Mat Pilates Instructor)
- Yoga (500-hour Yoga Alliance certified yoga teacher)

ENDORSEMENTS

<p><i>“Mr. Criswell’s management and leadership style invoked a desire to follow and learn. I would rehire Mr. Criswell at the first opportunity.”</i> <i>Michael Mlaker – Dir of Ops The Rim & Chaparral Pines</i></p>	<p><i>“Works great with all departments to ensure that every detail is considered and executed.”</i> <i>Robin Crabill – PGA Former Assistant - The Rim Golf Club & Chaparral Pines</i></p>	<p><i>“Mr. Criswell launched my career in golf. I am so thankful . . . he still cares about my success.”</i> <i>Jarred Crandall, PGA Former Assistant (3 Clubs)</i></p>	<p><i>“I learned more from Mr. Criswell about management and retail than any pro I’ve ever worked with.”</i> <i>Steven Renwick – PGA Former Assistant - Willow Fork</i></p>	<p><i>“He is just flat good at every part of the job. I was lucky to have him on our team.”</i> <i>Greg Rowley Former DOG – Black Rock</i></p>
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