



Speaker profile Alexander M. Iguchi, PGA

Alexander M. Iguchi owns and operates AMI Golf Consulting, an international golf management consulting company, offering quality financial, management, operational and service solutions to all types of golf facilities.

His career in golf started as a range picker at a local driving range in Amsterdam. Soon he became a qualified golf professional and enjoyed success as a teacher, teaching several players who are doing well on the European Tour. He proved to be a fairly decent player himself, winning on the mini-tours around the world. In 2000, he decided to move to the United States to focus his attention on golf management and started with Marriott Golf in Georgia and Hawaii, before receiving the opportunity to work for the prestigious Pebble Beach Resort in California. There he developed his management style and mastered the art of selling, becoming the only professional not only to win all sales awards for three consecutive years, but also being able to successfully recruit and train his co-workers to finish in 2nd, 3rd and 4th, thus helping double the shop's revenue. Finally he joined the beautiful Four Seasons Resort Costa Rica as their Golf Manager and at the age of 29, became the youngest Director of Golf and Executive Committee Member, within Four Seasons Resorts, because of his ability to train and motivate his staff resulting in the resort's largest net profit increase in a year and highest customer service satisfaction score.

His trademark and key to success is his ability to communicate clearly, find creative and easy to implement solutions to complex problems and more than anything else, his ability to adjust to the different cultures and work well with others in order to get the job done.

