

Jamie Stafford

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Nationality: Irish-American
Date of Birth: 15th March 1968

A motivated, results orientated and driven professional, with more than 13-years management experience, and 25-years coaching experience have a strong track record of operational analysis and improvement, and creative thinking. Possessing excellent organisational planning and a natural ability to forge strong relations with clients and third party partners through excellent communication and interpersonal skills.

KEY COMPETENCIES AND SKILLS

Operational Management	Marketing	Coaching
Team Development	Scheduling	Initiative
Business Development	Leadership	Creative Thinking

EMPLOYMENT EXPERIENCE:

2012 to Present	Tennis Coach for staff at Google
2012 to Present	Tennis Coach for staff at Deloitte
2013 to present participants per month	Set Up JSTA Open League, a free tennis league with over 80
2013 & 2014	Aer Lingus Tennis Club, Club Championship Tournament Director
2015 to present	Tennis Coach for staff at Airbnb
2010 to Present	JSTA Ltd Jamie Stafford Tennis Academy Director

Established in 2010, set up JSTA to deliver tennis coaching to people of all standards and ages. Operating primarily in the leinster region, it provide coaching to close to forty venues - through tennis camps, adult and junior clinics, school tennis programmes and one to one coaching

Operational	Sourcing contracts and venues; setting up programmes and sourcing equipment for each venue
Staffing	Sub contracting and coordination of up to ten coaches
Marketing	Setting up website www.jsta.ie Continuous online marketing through facebook and other sites Advertising

In addition provide tennis management services to facilities as follows:

- * Tennis Manager to SPORTSCO Ringsend (4 court facility) 2010 to present**
- * Tennis Manager to Terenure Tennis Club (7 court facility) 2010-2012**

In each of these places while there were tennis court facilities, there was no formal Tennis club, which I was brought in to implement.

Responsibilities :	Developing a structure for the club and securing membership
	Running member programmes and activities for all level of players, including regular competitions, ranking leagues ,American tournaments, Strokes sessions, ITF Grading, Internal League.
	Implementing the coaching programme and ensure coaches quality
	Corporate coaching - Developing coaching programmes for corporates Google, Airbnb, Deloitte, Davy

2003 to 2010 West Wood Club, Leopardstown Tennis Manager

In 2003, brought in to develop a Tennis Club in Westwood - a facility with 19 courts (indoor and outdoor) and grew it from 0 to 320 tennis members (Adult & Junior) with revenue for membership and coaching in excess of 715k

Operational	Implemented a structure for the club to get it up and running and building membership to make it into a successful strong revenue earning club
Management	Daily coordination of comprehensive tennis club activities. Developed and administered all league programmes, tournaments, lessons and social events for the tennis members to ensure retention of existing members and developing new members

	Implemented the coaching programme and ensured coaches followed it
Staffing	Responsible for hiring a team of coaches, Scheduled and supervised a team of fourteen coaches Implemented Garda Vetting of coaches and child protection guidelines
Marketing	Established a marketing plan to meet membership and revenue goals through An Post direct mail activities, Radio & TV Interviews, Newspaper advertising. Developed an online presence Designed the brochure Produced a Bi Weekly Newsletter
Communication	Regular coaches meetings to ensure any coaches' issues are resolved and to ensure that the programme is being followed. Regular adult & parent meetings to ensure the objectives of the programme are being received and understood by the members.
Financial	Management of financial business affairs. In charge of P&L accounts, reconciling tennis club membership accounts monitoring expenditure, filing quarterly reports to the MD. Implemented cost cutting measures
Tennis	Introduced ITF (International Tennis Federation) Grading to the club and to the country, launched a Club's ranking list and League Teams

1990 - 2003 USA/Ireland

Professional Coach

Serving as a tennis professional to provide private lessons, league and tournament opportunities to adults and juniors in schools and clubs.

QUALIFICATIONS

- 2014 Train The Trainer (FETAC Level 6)
Qualified to run adult groups using the principals of adult learning.
- 2006 P.T.R NATIONAL TESTER REPUBLIC OF IRELAND.
Qualified to deliver P.T.R Coach Education courses in Ireland.
- 2006 I.T.F Registered ITN ASSESSOR
Registered to deliver the ITF Grading.
- 2003 P.T.R PROFESSIONAL GRADE COACH.
Achieved Professional Status in all 5 exams of the P.T.R.

- 2000 COACHING IRELAND COACH TUTOR.
Coach to Coaches qualified to deliver coach education courses.
- 1998 N.C.E.F & I.T.E.C FITNESS INSTRUCTOR
Specialised in tennis specific fitness
- 1994 TENNIS IRELAND LEVEL 2 TENNIS COACH
Qualified to Coach Advanced Juniors & Adults
- 1992 TENNIS IRELAND LEVEL 1 TENNIS COACH
Achieved distinction to do Level 2
- 1985 Leaving Certificate
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INTERESTS AND ACTIVITIES

Weight Training & Distance Running

Improving my tennis knowledge to membership of PTR, USTA.

Volunteer work for Saint Vincent De Paul, City West Youth Club Tallaght (Ran Tennis Activities for disadvantaged Children) and Wicklow Society for the Prevention of Cruelty to Animals (fund raising through tennis events)

Ran events at Shelton Abbey Prison on behalf of the Irish Prison Service.

OTHER

Expert in Word, Excel, Web, Facebook Marketing, Word & Excel

Full clean Driver's License

REFERENCES AVAILABLE UPON REQUEST